

STRONG | SMART | SUCCESSFUL

FITNESS

PRESENTED BY



STRATEGIC MEDIA PARTNER



Success By Association®



Fitness Australia®

FIT & FAMOUS

FITNESS CELEBRITIES SHOW YOU HOW P.88

WEEKEND WARRIOR

HOW CLIENTS 'UNDO' TRAINING RESULTS ON WEEKENDS P.114

10 STRENGTH COMMANDMENTS

GOING BEYOND
PERSONAL
TRAINING

P.68

THE ROBARDS METHOD

TIM ROBARDS
TACKLES CLIENT
MOVEMENT ISSUES

BEST FOOT FORWARD

PREVENTING INJURY
WHILE TRAINING
P.118

AU \$9.95
NZ \$10.95

ISSN 2204-3721



9 772204 372009

fitnesspromag.com.au

HORLEYS™

intelligent sports nutrition

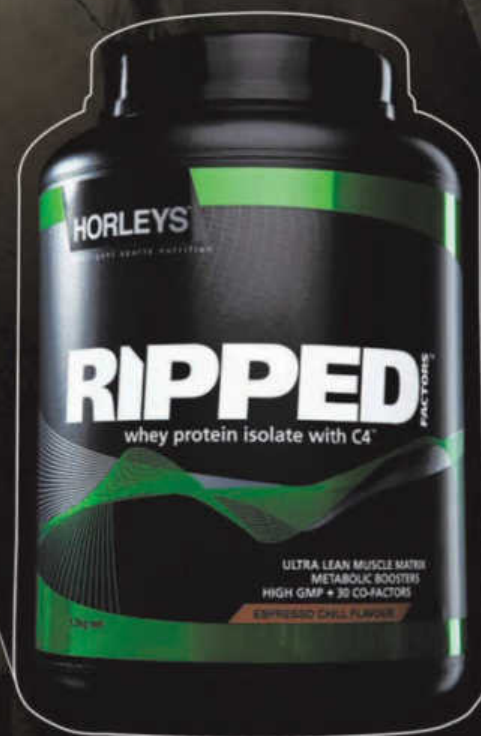


scan here to learn more

PHILIP RICARDO JR | THREE-TIME NATURAL OLYMPIA CHAMPION

EXPECT CUT

RIPPED FACTORS
sets the benchmark for
fat-burning proteins -
always has, always will.
Pure full-spectrum whey
isolate stacked with key
metabolic accelerators
and co-factors,
specifically optimised to
ensure you maintain
peak health and lean
muscle condition while
cutting body fat.
horleys.com



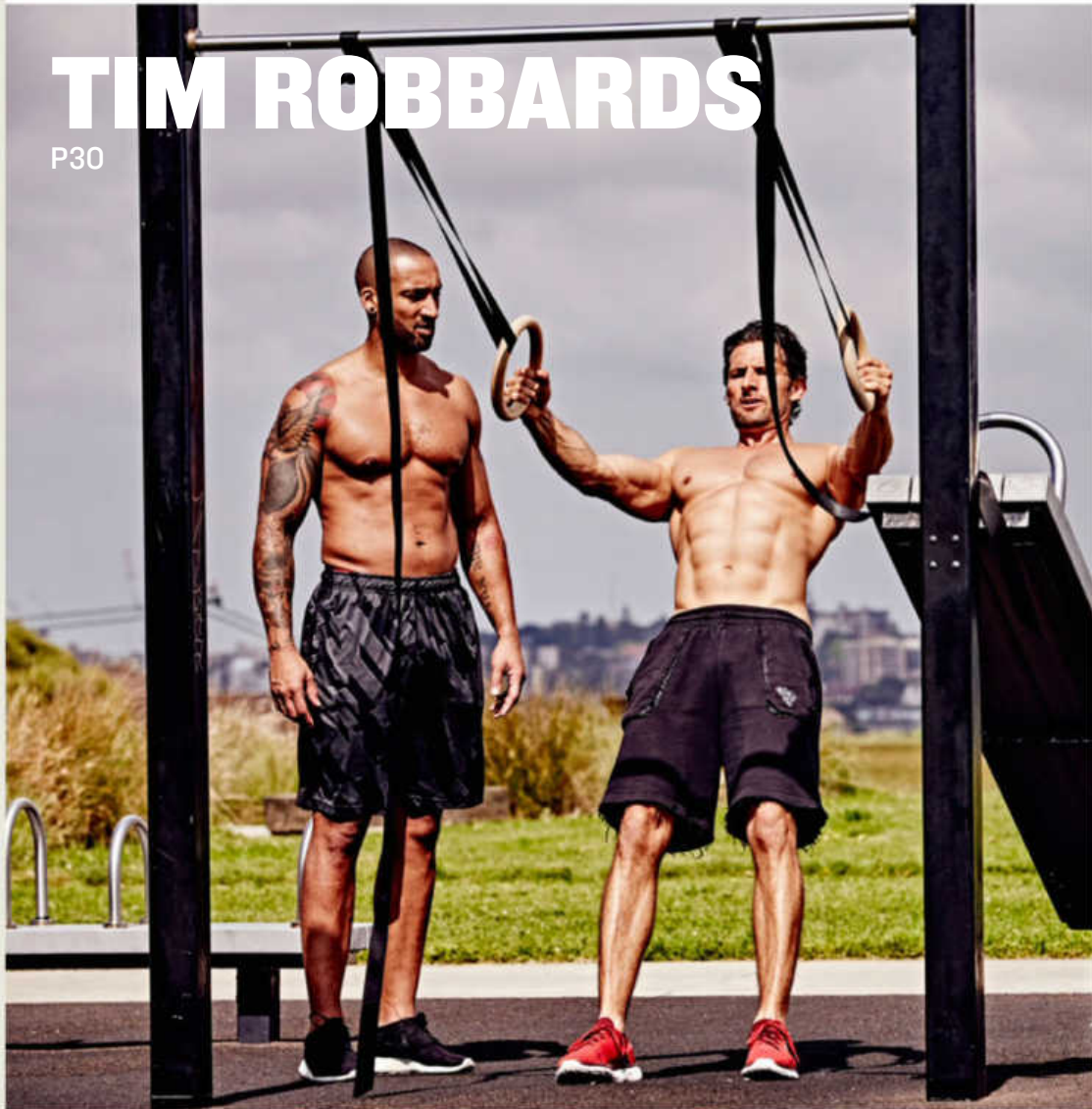
EVERY ISSUE

- 6** PUBLISHER'S LETTER
- 8** MEET THE TEAM
- 10** NEWSWORTHY STUFF
- 11** IHRSA THINGS
- 12** INDUSTRY NEWS
- 16** BUSINESS NEWS
- 20** FITNESS AUSTRALIA
- 24** EXERCISE NEW ZEALAND
- 128** WHAT'S ON
- 130** NEXT ISSUE

FITNESS **PRO**
PRESENTED BY **FITNESS**

TIM ROBBARDS

P30



FIT & FAMOUS

P.88





TRAINING

23 FITNESS TREND PREDICTIONS FOR 2016

ACSM survey results are in. Find out what the top fitness trend for 2016 will be!

28 GENETICALLY MODIFIED FOODS

Find out the truth about your nutrition.

30 COVER FEATURE: TIM ROBARDS AND 'THE ROBARDS METHOD'

Fit, famous and now with his new online training program that is aimed at tackling underlying movement issues of clients.

74 10 STRENGTH COMMANDMENTS

Fitness First's Michael Cunico gives you his top 10 tips for building client strength.

114 WEEKEND WARRIOR

Karen Reedman explains how clients CAN undo all their weekday hard work in one weekend.

118 BEST FOOT FORWARD

Karl Lockett addresses foot pain while training

INSPIRE

36 WORKPLACE WELLNESS

Read about how Hayley Lewis ran a charity event based around fitness.

40 LEADERSHIP WITH IHRSA

Become a great industry leader.

50 HOW TO GET THE PT CAREER OF YOUR DREAMS

Scott Hunt tells you HOW

59 DREAM MACHINES

80 FIRST IMPRESSIONS ENDURE

IHRSA tells you what you need to know.

DON'T MISS

42 THE FITNESS ASSESSMENT

Daniel Murphy tells you what you need to know to get your client measurements just right.

54 WORKOUT

New ideas: Matt Vaughn takes you through your paces.

64 OCCUPATIONAL ADVANTAGE

Get the global inside story from IHRSA

71 LES MILLS INTRODUCE VIRTUAL TRAINING

Could this be the future of fitness?

88 FIT AND FAMOUS

Meet the fitness celebrities and those who know how to make them famous! Get the inside know how from Michelle Bridges, Shannan Ponton, Guy Leech, Cameron Byrnes, Stephanie Rice, Marcus Bondi, Jane Anderson and Max Markson!

BUSINESS

34 GOOD FOOD TO TACKLE GENERATIONAL GAPS

Meet the duo behind Chef Good, a healthy meal delivery service.

48 BARRE BODY – NEW TREND

A novel approach to fitness.

58 MARKETING WITH IHRSA

Is your business as big as it can be?

68 GOING BEYOND PERSONAL TRAINING

Paul Timms explains WHY your services should be more than just PT.

84 DON'T BE WARY OF WEARABLES

Get an international opinion.

122 5 QUESTIONS TO ASK YOUR ADVISORS AND MENTORS

Anthony Mitchell tells it how it is.

126 BEST PRACTICES WITH IHRSA

How to increase your clientele.

AM I FAMOUS YET?



I've lost count of how many PTs have contacted me over the past 15 years with ambitions of acquiring fitness fame through magazines. It seems that this

drive for fame in PTs really started to accelerate about five years ago. Several groups of entrepreneurs offered guidance on how to build your profile and make the big dollars. Some were PTs claiming to make \$440 per hour, while others were inspiring presenters that claimed to make thousands per presentation and offering online transformation packages. Then we had a glut of mainstream sports stars who targeted the fitness industry for ambassador roles and sponsorships. To some, it may have seemed like a group of trainers were more focussed on being famous rather than building their skills as fitness professionals.

Fast forward to now and the model has changed dramatically. The use of social media has allowed the media savvy to surpass most of their TV idols. We have a few Aussie fitness profiles whose followings are now so huge it's hard to gauge who actually has the biggest profile! From page 88 we take a look at some of these people, their approaches and the various offerings they have developed to build a multi-channel income stream while doing what they love.

Most of us are recovering from the busy month of October, which saw two state Fitness Expos (Sydney and Brisbane), the first Fitness Symposium by Fitness Australia and a WBFF competition. Added to that Anytime Fitness held a conference and Expo, which was attended by many fitness businesses looking to hook into that successful network. What a huge month to recover from as we start to plan 2016! We

have included details about the IHRSA conference scheduled for late March 2016 and taking place in Orlando. I hope to see you there.

Finally with this issue we welcome Rosemary Marchese back to an Editor's role within FITMedia. Rosemary was Editor of Ultra FIT magazine several years ago and not only has a great feel for what makes a magazine of value, she has so much experience as a Publishing Editor and writer. She has written some of the books and texts you have studied in becoming a fitness professional. Rosemary will become a wonderful asset to this title as we continue to build the industry's most informative and valued magazine.

In fame, whoops I mean Fitness! **FP**

— Michael Henry



BODYBLADE
CLASSIC

"Bodyblade is a key tool for all exercise and rehabilitation practitioners. It cleverly uses the blades inertia to stimulate your muscles to co-contract 270 times per minute - and it automatically adjusts to the users ability."

Bradley Wilson B.Sp.Sc



Australian MASTER Distributor for:



MediBall & MaxBall

Best in the world. Includes wallchart, DVD and pump



BOSU Home Balance Trainer

Coordination and balance



Redcord is a Scandinavian rehabilitation and exercise system that translates from the clinic/studio to the home - both indoor and outdoor. It is the most adaptable sling trainer with a wide range of accessories such as slings and elastic cords to assist every user.



Physio Roller

Ideal for Pilates yoga, stretching



Thera Roller

Advanced myofascial release for whole body



Fitter Balance Products

Wobble Boards, Ski Trainer and Bongo Board



Exercise Mats

fitness, yoga, pilates & folding mats

DISCOUNT VOUCHER

20%

FPR4TH

Applies to all products excluding already discounted items which get 5% off. Doesn't include freight charges.

Order online at www.aokhealth.com or use in store at 52 The Avenue, Maryville, 2295



Rosemary Marchese (AKA 'Rose') is a fitness and health author and writer, with one of her published books, 'The Essential Guide to Fitness' about to hit the shelves in its 3rd edition! Rose is also a subject matter expert for a leading fitness training organisation and has recently been busy working on writing her next book and the new and improved Australian fitness standards.

Rose is a mum of three fit kids and is passionate about empowering families, and particularly busy mums, to lead fit, healthy lives. To reach a larger audience, Rose started spreading her fitness message through her website and social media in early 2015, and the demand has led to her sharing her experiences of blending a career and fitness with family life through her new and upcoming book and website for busy mums (stay tuned!).

Rose is a long-standing member of the Australian Physiotherapy Association (APA) and Sports Medicine Australia (SMA). In 2015 she was part of the

writing group that re-wrote the SMA Position Stand for Pre- and Post-natal exercise.

With a passion for presenting, Rose would love to see you all at Filex and the Expo in Melbourne 2016, where she will be a presenter on the hot topic 'The Obesity Paradox: Can You Be Fit and Fat?' Rose is also passionate about preventing TOFI (thin on the outside, fat on the inside), fitness for pre- and post-natal women, HIIT and developing effective workouts for time-poor people.

Rose started her career as a group exercise instructor, personal trainer and sales staff member. Combined with a degree in physiotherapy, Rose brings a wealth (over 20 years) of knowledge and experience to the pages ahead. Rose played a vital role as Editor of this mag (formerly 'Ultra Fit') several years ago and she's back!

Rose believes that fitness is fundamental to health and longevity. As she says, 'Everything you do matters, make it count.' **FP**

You can get to know more about Rose at
www.rosemarymarchese.com.au
<https://www.facebook.com/MarcheseRosemary/>
<https://au.linkedin.com/in/rosemarymarchese>
<https://instagram.com/rosefitnessexpert/>
<https://twitter.com/Rosemaryfitness>

PUBLISHER

Australian Workout Publications
 Pty Ltd
 Po Box 880 Newport NSW 2106
 T: 07 5527 2080 | F: 07 5302 6463

EXECUTIVE PUBLISHER

Michael Henry

EDITORIAL ASSISTANT

Rosemary Marchese
editor@fitmedia.com.au

SUB EDITOR

Renee Rogowski

CREATIVE DIRECTOR

Leonardo Costa Leite

ADVERTISING ENQUIRIES

T: +61 404 855 057
 F: +61 7 5302 6463
 Michael Henry
adsales@fitmedia.com.au

SUBSCRIPTION

6 issues | 1 year (AUS/NZ)
 \$49.95 for 1 year access*
 12 issues | 2 years (AUS/NZ)
 \$99.95 for 2 years access*

*Access refers to the time of your magazine subscription that will be delivered to your preferred address.

Subscribe online at

www.fitnesspromag.com.au

SUBSCRIPTION & READER SERVICES

T: 1300 80 75 80
 E: admin@fitmedia.com.au

Fitness PRO magazine is distributed by Network Services.

Nothing in this magazine can be reproduced without the permission of the publisher. This magazine is intended to give general information only. It is not a substitute for professional or medical advice. All liability arising directly or indirectly from the use or, or for any omissions in the authors do not necessarily reflect those of the editor or publisher. Cover price is recommended price only.
 ©FITNESS PRO MAGAZINE 2016

CONTRIBUTORS

Lauretta Stace, Michael Cunico, Scott Hunt, Chris Weier, Paul Timms, Guy Leech, Shannan Ponton, Kim Gose, Daniel Murphy, Matt Vaughan, Jane Anderson, Cameron Bynes, Michelle Bridges, Marcus Bondi, Stephanie Rice, Karl Lockett, Kern Freedman, Anthony Mitchell, Tim Robards



HIGH INTENSITY DEMANDS HIGH QUALITY

Innovative, durable and HIGH PERFORMANCE indoor cycles
by



NEWSWORTHY STUFF!



THE 'NOT-SO OFFENSIVE' JOB AD

Lorna Jane the global active wear brand, and its founder, Lorna Jane Clarkson herself, has been in the firing line of the media a little more than they would like lately. And it's all thanks to uninformed critics of a controversial job ad seeking a 'fit' model of a particular body size. Lorna Jane was left to defend herself and her empire, emphatically denying any discrimination within the ad at all. It seems that the critics jumped on the bandwagon so early they never got their facts straight!

While perhaps Lorna Jane, the leading lady may rethink her choice of words in future, we think she successfully defended her claim that the ad was simply seeking an appropriate person to try on clothes and provide feedback! Think positive people! But, this is a lesson to be learned for all of us in the fitness world. How easily words can be misconstrued!

WE KNOW HIIT WORKS... AND NOW WE KNOW WHY!

Fitness gurus need to know their stuff and unless you have been hiding under a rock lately you would be well aware of the power of HIIT (high intensity interval training)! You can get more out of your clients in less time, and the results can be nothing short of amazing if you're switched on.

Well, now researchers in Sweden have given us another reason to love HIIT... the reason it works! They discovered that small levels of intensive exercise boost the production of mitochondria. Remember those little powerhouses in your cells? Increase the number of mitochondria and you get increased endurance! Even just three minutes of HIIT has been shown to change how the cells handle calcium, which positively affects muscle contraction! Even more reason to love HIIT!



DOES RED MEAT CAUSE CANCER OR NOT?

This causes cancer, that causes cancer. We bet you've had a few clients asking you what the truth is! Well, recently it was red meat in the firing line as a potential cause of colorectal cancer after the World Health Organisation (WHO) reported that eating red meat twice per week might increase cancer risk. It's apparently even a controversial declaration within the WHO itself, with the panel not being unanimous on this stance!

A University of Oxford study discovered that eating four serves of red meat per week increases the risk of colorectal cancer. Interestingly the same study reported that they could not find a link between processed meats and this same cancer. Stay tuned...we're certain you'll hear more about this soon!

FP



IHRSA 2016 HEADS TO SUNNY ORLANDO, FLORIDA

NEW CLUBS, NEW ATTRACTIONS, NEW RESTAURANTS. These are just a few of the things to look forward to when visiting Orlando for IHRSA 2016 – 35th Annual International Convention & Trade Show. The event will be held at the Orange County Convention Center March 21 – 24 (Monday through Thursday).

Most importantly, IHRSA 2016 will offer the best educational and networking event in the industry, including four keynote sessions and over 100 additional seminars and learning opportunities. Plus, more than 350 exhibitors will be displaying the latest equipment and ready to help you with all of your business needs.

Register by January 25 for the best rates! And use Fitness Pro magazine's special promo

code **FITNESSPRO16** to save even more. Full program details can be found on IHRSA's website at [**www.ihrsa.org/convention**](http://www.ihrsa.org/convention).

Orlando is home to many IHRSA member clubs, including several L.A. Fitness facilities, the RDV Sportsplex, Gold's Gym, and 24 Hour Fitness. Many more clubs, including the Gainesville Health and Fitness Centers, are within a two-hour drive.

Even the travelers who have been to Orlando before will find that there are many new experiences to explore. The central Florida tourism industry has invested an estimated \$5 billion across the region, the largest investment in its history. The Orlando International Airport is nearly doubling the airport's passenger capacity. Several new hotels

have opened, and many well-known theme parks and attractions are expanding.

Among the chief attractions, of course, are Walt Disney World and Universal Studios. Orlando also has a vibrant local arts scene. From the best of independent film at the Florida Film Festival to fine arts museums, cultural options in Orlando offer a mix of traditional and modern entertainment for visitors. For those with more traditional tastes, the city's theaters entertain with options from Shakespeare to children's classics, and area museums and galleries showcase local and global artists.

As far as restaurants, there are so many culinary options -- including restaurants operated by Emeril Lagasse and Todd English -- that Orlando is fast becoming

a haven for foodies. Then there's the new Dr. Phillips Center for the Performing Arts that will open this year to host everything from Broadway to ballet and beyond.

For golfers, there are 176 courses in Orlando, some designed by the greats such as Arnold Palmer and Jack Nicklaus! Many of Orlando's destination spas are located at convention hotels, making it easy to fit in a massage after a round of golf or a meeting.

So, whether coming on your own, with your staff, and/or with your family, you will find plenty of attractions to choose from while taking advantage of the great learning and networking opportunities at IHRSA 2016. **FP**



TEXTING PROVIDES SUPPORT FOR EXERCISERS

It's known that people who keep a record of their diet and exercise habits are more successful at losing weight, but, unfortunately, all of that documentation can become tiresome. What's the alternative?

A study conducted recently at Duke University, in Durham, North Carolina, suggests that tracking the information via text messages could "save time and improve the likelihood of people sticking with their get-healthy routine." The researchers found that, after six months, 26 obese women who used daily texting as part of a weight-loss intervention lost nearly three pounds, while another 24 who utilised traditional methods gained 2.5 pounds.

Participants received daily, automated texts asking them for the number of steps they'd walked, the number of sugary drinks they'd consumed, and whether they'd eaten fast food the day before. Based on the responses, the automated system replied with a text offering personalised feedback and a tip.



Text messaging offers several advantages over other self-monitoring methods, explains lead author Dr. Dori Steinberg, of the Duke Obesity Prevention Program. The messages are limited to less than 20 words, can be quickly entered on most mobile phone platforms, and provide greater portability, real-time tracking, and improved access to feedback, she points out.

Most participants reported that texting was easy, and helped them achieve their goals.



AGE IS NO OBSTACLE IN RUNNING A SUCCESSFUL BUSINESS

While the average age of retirement in Australia is 63.4 years, Perth resident Carolyn Hartz is proof that age is no barrier when it comes to running a business. The 67-year-old founder of SweetLife, Australia's most recognised and pioneering creator of sugar-free products, started her company when she was 55.

Carolyn was the first to bring the all-natural sugar-free sweetener xylitol to Australia in 2002 and within three months the first shipment had sold out. SweetLife grew from there and its message has resonated with individuals who needed to cut back on their sugar intake.

Sales have been growing as a result and Carolyn has a team on-site working on the day-to-day business operations. She outsources advertising, marketing, packaging and distribution – in total there are 25 individuals working to service and grow the

brand.

Carolyn admits starting the business did have its challenges. She had no idea how to use a computer or send an email, let alone the complexities involved with running an import and food manufacturing business. Carolyn had also been out of the workforce for 25 years raising her family. She completed a computer course and enrolled in a three-year online business course, which she studied while running SweetLife.

She believes her drive and determination stems from her want to work hard and achieve her goals. With her will and determination to succeed, today SweetLife enjoys strong sales annually with investments in improved infrastructure, processes and systems, as well as a revamped website and marketing to support long-term growth.

For more information visit www.sweetlife.com.au

HOW POPULAR IS 'DR GOOGLE'?

Vitamix's new research shows Australian youth trust 'Dr Google' more than a visit to a traditional GP. Up to 43 per cent of 18 to 24 year olds are using internet websites for medical information or advice on their health and wellness.

By contrast, an average of 28 per cent of all people use internet websites for that purpose, with most Australians equally likely (29 per cent) to talk with family, friends or co-workers, as they are to consult a medical professional, about their health.

Interestingly in the age of Twitter, Tumblr and Facebook, only 13 per cent of all Australians use social media as a source of healthy eating advice – though that figure rises to 28 per cent among 18 to 24 year old digital natives.



Running Apps

Despite the massive surge of fitness professionals encouraging HIIT and other whizz-bang new training styles, running is still hugely popular. And why not? You literally pop on your shoes and out you go! To help you, and your client, monitor the training plan there's often no better place to turn than a running APP. There are loads but here are three of the most popular.



STRAVA

This little beauty offers a fully featured GPS tracking service and is great for your competitive client because they can compete against their mates! STRAVA shows you a feed of your friend's most recent activities so that you can set challenges, e.g. longest distance run in 30 days. And it's FREE!



MapMyRun

One of the original and a really popular APPS for mapping running routes online. This is awesome if you are in a new destination (holiday anyone?). Follow a trail of your previous routes on screen or nearby routes generated by other runners. FREE again!



Run Keeper

This APP is great for upping the ante because the training plans are created by expert coaches. You can share activities with your mates and compare your performance. Ouch, that could hurt! And yes, it's FREE!



Ready to up skill? Australian fitness qualifications have been refreshed!

On the 3rd September 2015 the Australian Skills Quality Authority endorsed the 2015 fitness training package. This means that the standards in Australia have been revised and if you want to up skill to a higher fitness qualification there is no better time than now!

In Australia there are three nationally recognised levels of fitness professionals that are part of the Sport, Fitness and Recreation Training Package. These are:

- Certificate III in Fitness
- Certificate IV in Fitness
- Diploma of Fitness.

So which one?

If you are keen to groove around the gym floor, splash around as an aqua instructor or strut your stuff as a group exercise instructor, then Certificate III in Fitness is

where you should start. For those of you passionate about personal, or group personal training then you need to up your qualification to the Certificate IV in Fitness. A majority of the fitness industry are at least qualified to this level.

Do you want to stand out from the pack? Beyond that there is a huge opportunity to advance your skills, expand your business and open up more doors of opportunity if you complete the Diploma of Fitness. All graduates from a Diploma of Fitness become 'advanced personal trainers' but there is also the option to specialise as fitness services coordinator or personal training manager. If you do decide to enrol in a Diploma of Fitness don't forget to ask about VET Fee Help for payment option possibilities.

Contact Fitness Australia
www.fitness.org.au

Photo Credit: Shutterstock.com

PT's Are Feeling Cheated!

Did you suffer from a "tick and flick" fitness certification that left you feeling like a number? Do you feel like you wasted time and money on a certification that underprepared you for your career?

You're not alone. Sadly, 70% of trainers will fail and leave this industry within 18 months due to INADEQUATE education and LACK of tools! It's not too late!

At PTA, we bridge the gap between what most courses offer and what you TRULY need to be a successful Personal Trainer with our 'PTA Global Bridging Course'.

Learn skills they didn't teach you in your fitness certification such as:

- How to implement Behavior Change strategies
- How to manipulate any exercise to match a client's personality
- How to apply Functional Anatomy and Biomechanics to each individual
- How to maximize Heart Rate Training and Recovery techniques **FP**

You CAN have a thriving career in fitness and LOVE what you do!

Call 1 300 556 540 or visit ptacademy.edu.au for more details



**INFORMED-
CHOICE**  **.ORG**
Registered Site

DON'T SETTLE FOR SECOND BEST.

POWERING PERFORMANCE FOR MORE THAN 28 YEARS

***PROUDLY
AUSTRALIAN OWNED***

***PHARMACEUTICAL
GRADE AMINO ACIDS***

MUSASHI®

FOR MORE INFORMATION VISIT WWW.MUSASHI.COM.AU OR FIND US
ON FACEBOOK AT WWW.FACEBOOK.COM/MUSASHINUTRITION



Australia's fitness industry elite have been recognised at Jetts' annual conference.

The annual event, held on Saturday 29 August, celebrated the leading 24/7 fitness group's best in health and fitness across the country. Award recipients were recognised across six categories on both a state and national level. Each category was judged on a range of criteria including business performance, club culture and appearance, customer service, member feedback and excellence in other operational areas within each club.

The national winners were as follows:

- Business Owner of the Year: Susan Chau, WA
- Club of the Year: Northcote, VIC
- New Club of the Year: Doncaster East, VIC
- Club Manager of the Year: Shannon O'Loughlin, Jetts Annerley QLD
- Personal Trainer of the Year: Amanda Brown, Jetts Kingsway NSW
- Making a Difference in the Community: Jetts Mandurah, WA

With the addition of winners crowned across each state, there were 30 winners chosen on the evening.

Elaine Jobson, Jetts General Manager, said: "At the end of the day it's the way our people make our members feel that determines the success of Jetts. We want every community to be better for having a Jetts in it and the contribution of our Business Owners, Club Managers and Personal Trainers is paramount to us delivering on that vision.

Our people help us to inspire our members to live a better life. We are passionate about making our clubs as accessible as possible from when a member first walks through the door to when they finish their session. We have some fantastic people running our clubs across the country and I'd like to congratulate all of our winners and thank them for the hard work they put in every day."

HOW CAN I ASK MORE INCISIVE QUESTIONS TO HELP MY GUESTS FIGURE OUT WHY THEY'VE REALLY MADE THE DECISION TO COME TO OUR CLUB?



WHEN GUESTS VISIT OUR CLUBS, WE'RE GENERALLY ONLY ABLE TO SCRATCH THE SURFACE IN TERMS OF IDENTIFYING THEIR PRIMARY MOTIVATION, BECAUSE WE HAVEN'T YET HAD A CHANCE TO ESTABLISH A RAPPORT

WITH THEM. AS A RESULT, WE TEND TO RECEIVE SUPERFICIAL ANSWERS: "I WAS CURIOUS." "I WANT TO GET FIT!" "MY FRIEND ASKED ME TO COME."

The process of getting to the truth—the deep reason that prompted them to drop in, or, ideally, to join—starts way before you actually pose the question.

First, ensure that their first contact with the club, whether it's by phone or in person, is a pleasant, memorable experience, one that makes them feel as though, during that moment, they're the only person in the world. You need to convey the fact that you genuinely care about them.

Then, when they walk through the club's front door, your front desk team and membership consultant need to confirm that impression. Your front desk staff need to demonstrate that they're caring and supportive, and your salesperson needs to regard the visitor as a true guest, not as a commission dollar.

If you follow through in this way, the prospect will gradually begin to trust you and your organization. And once a trusting relationship develops, you'll have their permission to ask more probing questions ... but not quite yet.

In your first face-to-face conversation, when asking about them and their life, you need to show an authentic—not a feigned—interest. Once you sense that a bond has formed between the two of you, then ask, "So what brought you here today?" Do this, and I guarantee that you'll discover the real reason why this person made the decision to visit or join your club. **FP**

JUSTIN TAMSETT
MANAGING DIRECTOR
ACTIVE MANAGEMENT
SYDNEY, AUSTRALIA

SALADS IN VENDING MACHINES

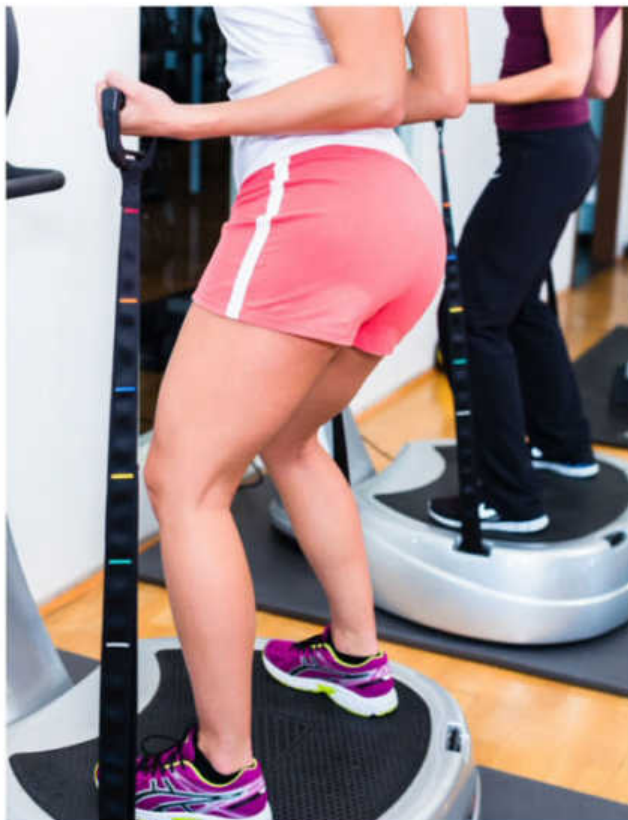
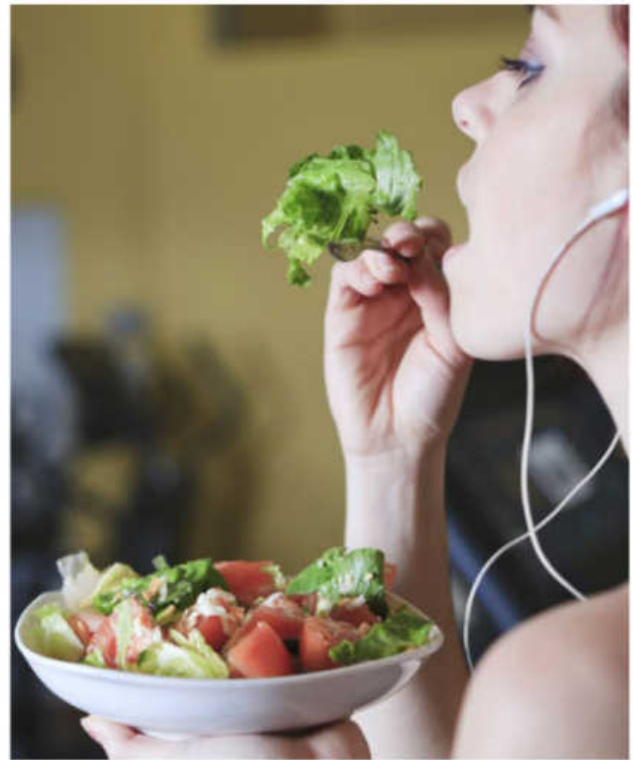
In a constantly changing food landscape, All Real Food is coming to the rescue with convenient, wholesome and nourishing health food. Available from self-service café vending machines and selected gyms, cafés, health food stores and delis, the product range includes salads, breakfasts, smoothies, snacks, soups, sweets and make@home.

All menu items are packed fresh in an environmentally friendly, reusable, airtight jar – designed for optimum freshness and convenience and the extensive menu

caters to all dietary requirements.

Born out of the desire to offer health conscious consumers local and sustainable food, All Real Food is the brainchild of food-loving duo Daniella Stalling and Mark Woodhead.

All Real Food's products are currently available at Flannery's Taringa and That Little Place Café in Mt Gravatt East. For more information or to find out about stocking All Real Food at your business, visit www.allrealfood.com.au



POWER PLATE VIBRATION TRAINING AND CERTIFICATIONS NOW AVAILABLE

Performance Health Systems are now incorporating Power Plate advanced whole body vibration and Power Plate training certifications within The Gray Institute education program.

Power Plate provides the vehicle of whole-body vibration to replicate an authentic environment taking movement to the next level. Engineered to apply the science behind a body's ability to respond to changes in the natural environment, Power Plate's vibrating platform triggers rapid reflexive muscle contractions through their proprioceptors.

Power Plate can also be found at thousands of health clubs, wellness facilities and spas, and is used by therapists and doctors worldwide to address symptoms associated with physical limitations in muscular skeletal dysfunction.

For further information on the classes visit

www.grayinstitute.com **FP**



The **FITNESS BUSINESS** Podcast

For Fitness Business Owners & Managers

Fitness Business Podcast Is Educating Hundreds.

A podcast is an audio file that allows you to listen and learn while you drive, walk, work out or sit at your desk. As Emmett Williams, President of My Zone says, "Podcasts allow me to learn on the run. Literally, I have been learning on the run as I train for marathon. I can kill two birds with one stone – get the miles in and get my education in."

The Fitness Business Podcast launched in June this year and is the number one podcast on the planet for fitness business owners,

managers and staff. It is a weekly interview with an industry expert that goes for just 30 minutes and available for anyone to download for free.

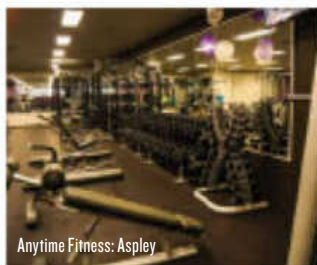
"We are super excited how far we have come this year. Over 7000 downloads across 14 countries per month now. We are not resting on our laurels as we want to crack more downloads with our high quality guests," said Chantal Brodrick, compere of the Fitness Business Podcast.

The Fitness Business Podcast has made listening super easy for everyone. You can listen two ways: search The Fitness Business Podcast on iTunes or go to www.FitnessBusinessPodcast.com and listen direct from the website. At both locations you can subscribe so you never miss a show.

For more details about the world's first and premier Fitness Business Podcast, contact from Chantal Brodrick on +61 2 9484 5501 or email info@www.fitnessbusinesspodcast.com

Anytime Fitness Australia Achieves Milestone

ANYTIME FITNESS AUSTRALIA, which made its debut in 2008, recently reached a major milestone when it opened its 400th club. In doing so, it became the fastest-growing component of the Anytime Fitness franchise system.



The new club, located in Aspley, Queensland, is owned by first-time franchisee Brett Colman, who says he's excited to be "part of an industry that has such a positive impact on so many people's lives."

Justin McDonell, the cofounder and chairman of

Anytime Fitness Australia, credits the rapid expansion to the brand's clientele: "They'll always be what matters most, and are the secret to our success," he maintains. "When designing our clubs, we look at what our members will want and the services they'll expect. We have world-class equipment, a functional layout, online health resources, clean bathrooms, top-of-the-range security systems, Fitness On Request group training facilities, and knowledgeable staff who take an interest in members."

Based in Hastings, Minnesota, Anytime Fitness was named the fastest-growing health club company in 2014 by Forbes magazine. It currently has nearly 3,000 clubs, serving some two million members worldwide.



Gold's Gym on the Move in Africa and Asia

GOLD'S GYM INTERNATIONAL (GGI), based in Irving, Texas, has signed agreements to develop eight new facilities in Morocco, four in Jordan, and four in Mongolia. The move marks the brand's ongoing march into the African and Asian markets.

Making use of master franchisees, as it's done in other areas of the world, GGI has partnered with leading businesspeople in the three countries, combining its brand recognition and successful franchise model with local knowledge and expertise in order to reach new audiences.

"As we celebrate our 50th

anniversary, we couldn't be more proud to keep building what began as a single gym in Venice, California, and bringing it to people all over the world," says Tim Hicks, the company's senior vice president for franchising and international. "We're confident that, in the next 50 years, we can make the Gold's Gym experience accessible to nearly everyone in the world."

These new agreements follow on the heels of major international growth in 2014. Now, with more than 100 new gyms already operating and another 85 gyms under contract, Gold's has established a presence on every continent, with the exception of Antarctica. **FP**

BUSINESS NEWS



MoveStrong Functional Fitness, LLC

MoveStrong's new DSL weightlifting bar, a unique, patent-pending variation on the traditional Trap bar, offers more exercise possibilities when users are performing deadlifts, squats, or lunges. The bar's open-back design provides room to execute variations on single-leg exercises, and, when the bar is loaded, makes it simpler to maneuver. Two handle height options offer variety, and, because the handles are angled inward slightly, afford a more ergonomic grip. The front cross bar may be utilized as a handle, as well as for off-balance lifts and carries. The plate holders measure 14.5" long. Made in the U.S., the all-steel DSL Bar weighs 40 pounds. For more information, contact the company at 855-728-8700; movesstrongfit.com.



SAGE INSTITUTE OF EDUCATION RELEASES A FIRST IN FITNESS

Sage Institute of Education is the first in Australia to offer a Fitness Coaching Diploma. The diploma will allow graduates to demonstrate the skills and knowledge required to design, facilitate and adapt long-term exercise programs and nutritional plans to improve the movement performance for a range of clients and their varying needs.

A fitness coach works a level above a personal trainer and has the

expertise to conduct high-level fitness assessments and provide advanced fitness and nutritional programs for performance clients.

The Diploma of Fitness Coaching is open to students without any prior fitness qualifications and requires a full year on-campus commitment and a mandatory 120 hours of work placement.

For more information visit www.sagefitness.edu.au

MYE Club TV Systems

The new MYE Touch Screen Cardio TV, from MYE Club TV Systems, features ClubCom Interactive Media, an easy-to-install cardio equipment upgrade that offers clubs a valuable new opportunity. The system not only keeps members entertained, but also, at the same time, promotes club products and services. The 15.6" MYE Touch Screen TV builds on the ClubCom platform, which delivers entertainment, club messaging, and third-party sponsorships to approximately 100 million viewers each month. ClubCom Interactive Media boasts one of the world's largest music video libraries, with 12 channels of exclusive music programs, complemented by education, information, and membership marketing content. For more information, contact the company at 800-779-6759; myclubtv.com.



PEAK PROJECTS

NEW & DYNAMIC INDUSTRY DEVELOPMENTS

Fitness Australia is here for you, the fitness industry, which is why we're delivering these latest initiatives.

- A new and improved Job Board powered by Fitness Australia, with the widest industry reach.
- A Quality Improvement Accreditation Program, an evolution from the Quality Awards program.
- The ActiveAus Awards program, including the #ActiveAchievers Award celebrating health and fitness journeys.
- A National Symposium on the Gold Coast for learning, inspiration and networking.
- A Roundtable at Parliament House with Minister for Small Business, Bruce Billson discussing the Fringe Benefits Tax on Fitness Services.
- Fitness Industry research, gathering valuable insight into your world to drive our strategic agenda.
- A Register of Exercise Professionals, with updated registration categories and delivery knowledge and skill areas.
- Our dynamic and responsive website, full of new features for all industry members, and detailed directories for the public.
- iLearn, our new online learning platform with CECs.

These new developments support our goals to keep industry at the top of their game, connecting with each other and focussed on making Australians fitter and healthier.

Lauretta Stace
Chief Executive Officer | Fitness Australia

MEMBERS ELECT INDUSTRY LEADERS TO THE FITNESS AUSTRALIA BOARD

The Members of Fitness Australia have elected leading industry representatives, Kristen Green, Justin McDonnell and Andrew Simmons to the Board of Directors of Fitness Australia.

"The calibre of candidates nominated was impressive. We welcome the three successful nominees to this important role," said Fitness Australia CEO, Lauretta Stace.

Kristen, Justin and Andrew will take office as a director for a three year term at the Annual General Meeting on 30 October 2015.

Kirsten Green, General Manager of Aquafit

Kristen Green, General Manager of Aquafit, a multi-award winning fitness and leisure centre in Sydney. Kristen is a recognised leader in the fitness industry with over 24 years' experience across various leadership

and operational roles. Kristen's personal vision for the fitness industry aligns with Fitness Australia's strategic objectives of capacity building; broadening the reach of the industry; knowledge leadership through

research; advocacy and connection and building a Quality Framework.

Kristen has tertiary qualifications in exercise and sports science and is currently undertaking an MBA at Wollongong University.

Justin McDonnell, Chairman of Anytime Fitness

Justin McDonnell is the Co-Founder & Chairman of Anytime Fitness Australia, bringing the successful franchise group to Australia in 2008. This role means Justin is regularly travelling across many parts of Australia, the USA and UK. Justin has over

25 years' experience in the fitness industry in a range of facilities, including small owner operated, family owned and larger chains. Justin has a passion of developing business and believes we all need to work towards making sure more of the general

community is exercising to enjoy the benefits that the products and services the fitness industry can deliver.

Justin is a director of Anytime Fitness in the United Kingdom and is a member of the Australian Institute of Company Directors.

Andrew Simmons, Director of Vision Personal Training

Andrew Simmons is a Director and CEO of Vision Personal Training, a highly successful network of 50 personal training studios around Australia. He has over

25 years' experience in the fitness industry and brings a broad range of experience to the Board, as well as the passion and commitment to drive and achieve positive change.

Andrew has a Bachelor of Sport Science and a Certificate IV in Fitness. He was inducted onto the Industry Roll of Honour in 2013.



Powered by **Fitness Australia**

Find your dream fitness job

Shine a spotlight on your resume

- Create a free Jobseeker profile
- Get relevant job alerts
- Search through up to 1,000 jobs
- Have your resume seen by employers
- Apply and keep track of your job applications
- Save jobs in your profile
- Display your qualifications, location and salary needs in your profile

The Job Board powered by Fitness Australia
is your 'go-to' Job site.

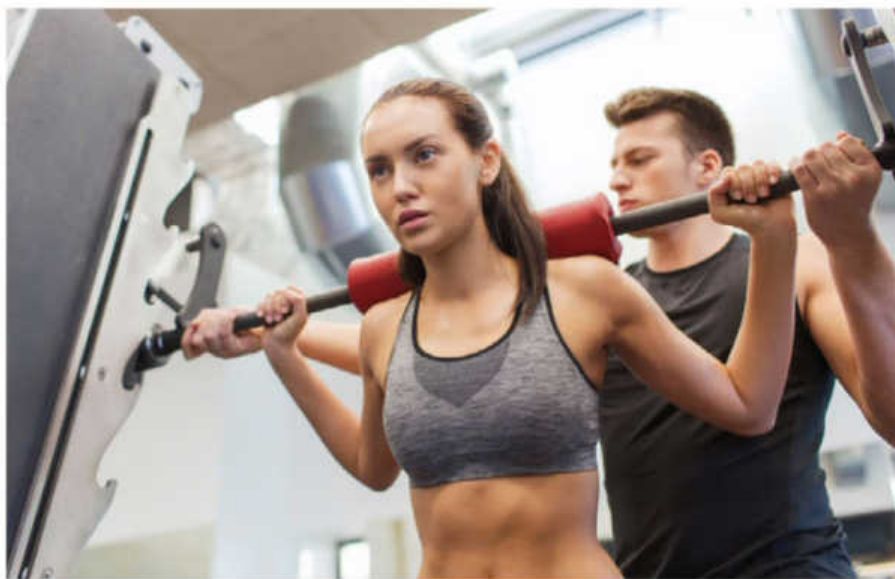
jobs.fitness.org.au

Create your free Jobseeker profile
to get 35% off POLAR online

POLAR
LISTENS TO YOUR BODY



PREVENTING SHOULDER INJURIES



By delivering a well-rounded shoulder workout trainers can help prevent common shoulder injuries in their clients.

The shoulders play a key role in many basic day-to-day activities, which is why it is imperative that trainers do their part to keep clients strong and free of injury. Physiotherapist and Director at Active Anatomy, Merrin Martin, explains that tight muscles that pull the humeral head too far forward in its socket, (glenohumeral joint), are the cause of the most common shoulder injuries. “If trainers understood the role muscles play in pulling the humeral head into a more central position, or down and back into the socket, a lot of the overuse injuries that happen within the shoulder joint could be avoided.” Reduced thoracic flexibility is also a common issue that is exacerbated by poor technique.

The average individual spends a large portion of their day performing forward focused activities that load the shoulder, such as sitting at a desk or driving a car, all of which produce changes in standing posture and balance in the shoulder complex. Along with daily activities, there are a number of training scenarios that exacerbate this imbalance. When working the shoulders, people often only focus on the chest (through push up, plank and bench press type exercises) and back (often through lat pull downs). Martin explains that because these are both very big global muscles, having them as your primary focus can internally rotate the shoulder.

To prevent this scenario from happening, Martin says trainers should

instruct their clients to stretch the chest and latissimus dorsi muscles, which are the strong shoulder internal rotator muscles, making sure there is adequate mobility in both areas. To counteract the pull into internal rotation, it is essential to strengthen the external shoulder rotator muscles (rotator cuff). It is recommended that trainers follow the 3:2 ratio, where there are three back/pull exercises to every two chest/push exercises.

Another overused muscle in the shoulder girdle (thus becoming tight) is the upper trapezius muscle. Too often when people are using their arms they recruit their upper trapezius causing a hitching movement of the shoulder girdle and scapula. Again, to counteract this upward pull and achieve a well-rounded shoulder workout, lower trapezius exercises should be included.

Achieving a well-rounded shoulder workout doesn't mean focusing on the shoulders alone. Along with rotator cuff and lower trapezius strengthening exercises, Martin recommends that trainers focus on scapula stability and serratus anterior strengthening, upper body posture, thoracic spine mobility and core activation, while ensuring monitoring the position of their clients shoulders at all times. **FP**

To read the full article, go to eJournal POWERED by Fitness Australia at ejournal.fitness.org.au

ACSM PREDICTS NEW #1 FITNESS TREND IN 2016

By Rosemary Marchese

ARE YOU TRACKING YOUR CLIENTS USING FITNESS TRACKERS, SMART WATCHES, HEART RATE MONITORS AND GPS TRACKING DEVICES?

If not, then you may need to rethink your strategies now that the American College of Sports Medicine (ACSM) has released the results of their annual fitness trends survey, with wearable technology overtaking body weight training for the number one spot for 2016.

The ACSM has surveyed close to 3000 exercise professionals to predict what you'll see in fitness next year, and it would be wise to stay tuned! While there has generally only been a little 'shuffle' of positions for the trends compared to the 2015 results, it's important that you realise (unless you want to look like you're in hiding):

1. It seems that consumers are willing to spend money on their fitness again, compared to the do-it-yourself approach of body weight training, which came in at the number one spot in 2015.
2. Weight loss programs have dropped from spot number 6 to 9. That's interesting considering so many PTs are pushing the 'weight loss program' offering.
3. Fitness programs for older adults have remained at spot number 8 for both years. As the baby boom generation ages into retirement, are you missing out on a growing target market that needs fitness for health and longevity? **FP**



So, what are the top fitness trends for 2016?

This annual survey is now in its 10th year. Forty potential trends were given as choices to more than 2800 health and fitness professionals worldwide, many certified by ACSM. It was designed to reveal trends in fitness environments and the top 20 were ranked and

published by the ACSM. The top 10 are:

- Wearable technology
- Body weight training
- HIIT
- Strength training
- Educated and experienced fitness professionals
- Personal training
- Functional fitness
- Fitness programs for older adults
- Exercise and weight loss
- Yoga.

You can find the results of the survey and more information here:

www.acsm.org/about-acsm/media-room/news-releases/2015/10/26/annual-survey-reveals-new-1-fitness-trend-in-2016

NEW ZEALAND FITNESS LATEST NEWS



2015 EXERCISE INDUSTRY AWARDS EVENT ALREADY SOLD OUT

The Annual Exercise Industry Awards have already sold out. Over 300 guests are expected to celebrate with finalists and winners at the AUT University's Sir Paul Reeves's centre on Saturday 21st November.

In addition to audits and mystery shops, a live judging event is being held for many of the exercise professional categories on Friday 20th November. Dozens of judges, utilising many of the world class presenters at the FitEx conference being held the same weekend, will put finalists through their paces, using a variety of scenarios and direct questioning, with winners announced the following evening at the awards dinner.

Full details of the awards, including a list of the 2015 finalists can be found www.exerciseindustryawards.co.nz



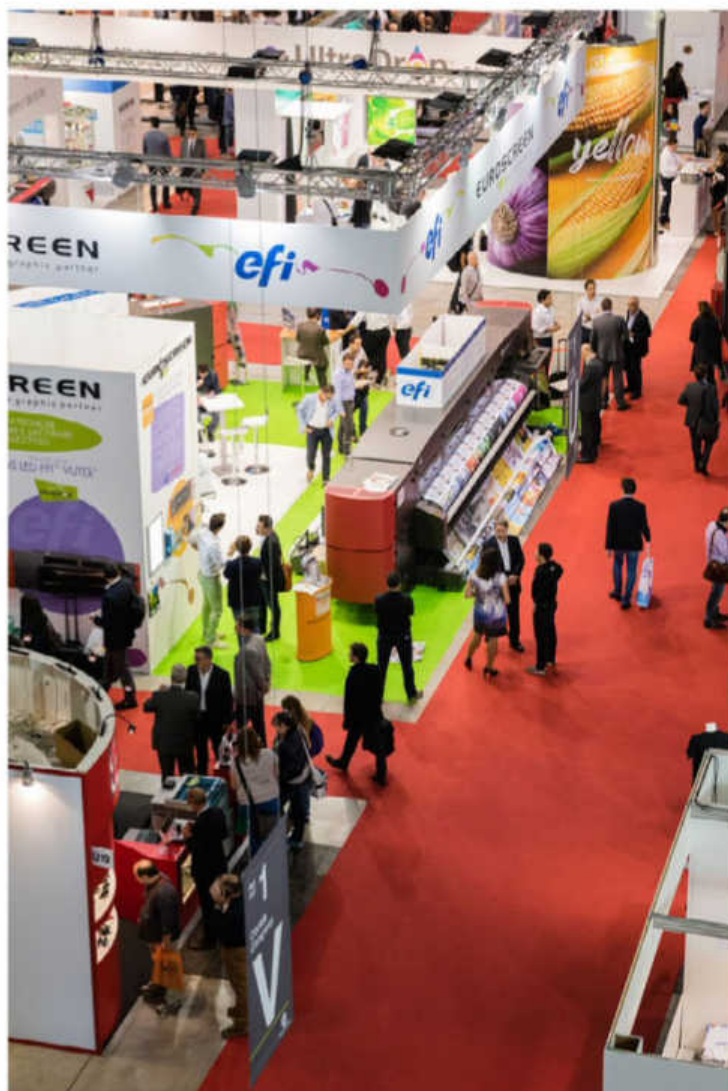
HEALTH AND SAFETY RESOURCE FOR EXERCISE INDUSTRY

With increasing liability for both employers and self employed contractors, as well as new laws that expand the expectations of both groups, the number of enquiries ExerciseNZ has been taking about support in this area has more than tripled in the last six months, according to ExerciseNZ CEO, Richard Beddie.

To support all exercise businesses in New Zealand, from sole practitioners such as PTs, through to large facilities, ExerciseNZ is developing a comprehensive health and safety resource that will cover all the essential elements of health and safety, and how it related to an exercise business.

Members of exercise New Zealand will receive the resource for free once developed.

For more information, contact ExerciseNZ on info@exercisenz.org.nz



2015 FITEX EVENT

FitEx is the conference for the fitness and exercise industry in New Zealand – the science and business of fitness and exercise.

FitEx will incorporate almost 100 sessions, from dozens of world-class presenters jam packed into two days (Saturday/Sunday) PLUS full day pre-conference workshops on the Friday, ranging from:

- the latest in rehab/prehab concepts
- programs for special populations (including an all new ageing symposium)
- the business side of the industry.

Friday events at FitEx will include a FULL DAY of business summits for Owners and Managers of Clubs, plus other full and part day events.

2014 had record numbers – with over 700 club owners/managers, personal trainers, group exercise instructors, and other industry professionals attending over the two days.

Visit <http://www.fitex.co.nz/>

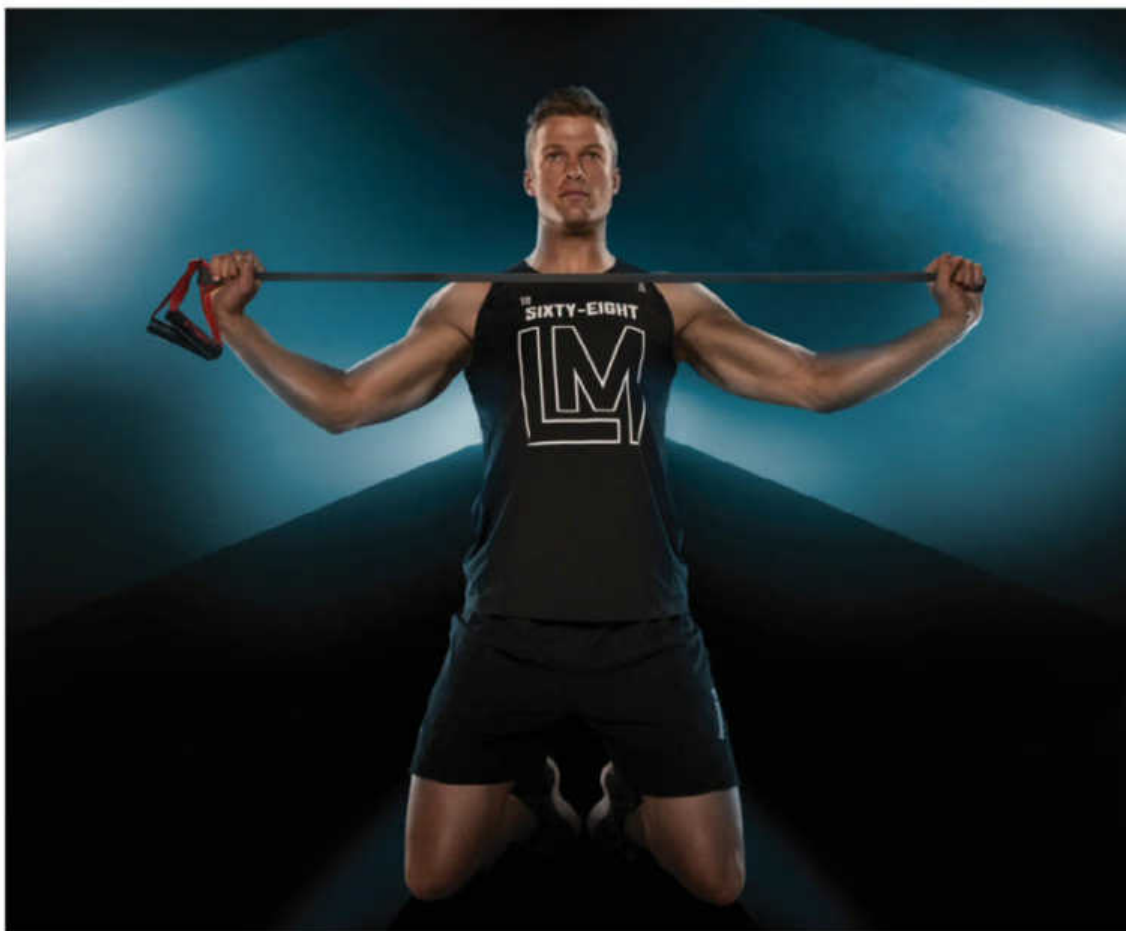
GET NZ ACTIVE PROMOTION

The Exercise Association wants to get more Kiwis active. As a part of this, they are **SUBSIDISING A LIMITED NUMBER OF MEMBERSHIPS FOR KIWIS WHO ARE NOT A CURRENTLY MEMBERS OF ANY FITNESS CENTRE (AND HAVE NOT BEEN ONE FOR THE LAST 12 MONTHS)**. Wow! That's a pretty good incentive!

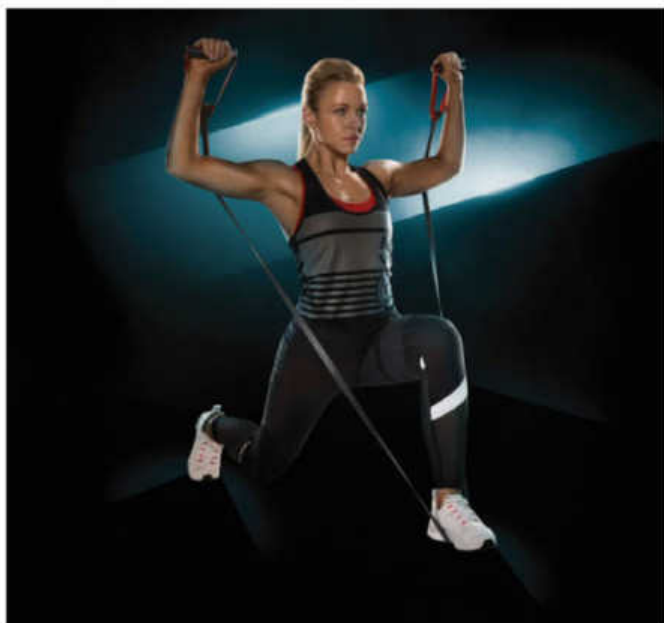
All memberships have been subsidised 40-70% (based on the normal sell price of the membership, which includes any joining or start up fees). All memberships that are currently available are listed on Exercise NZ's website.

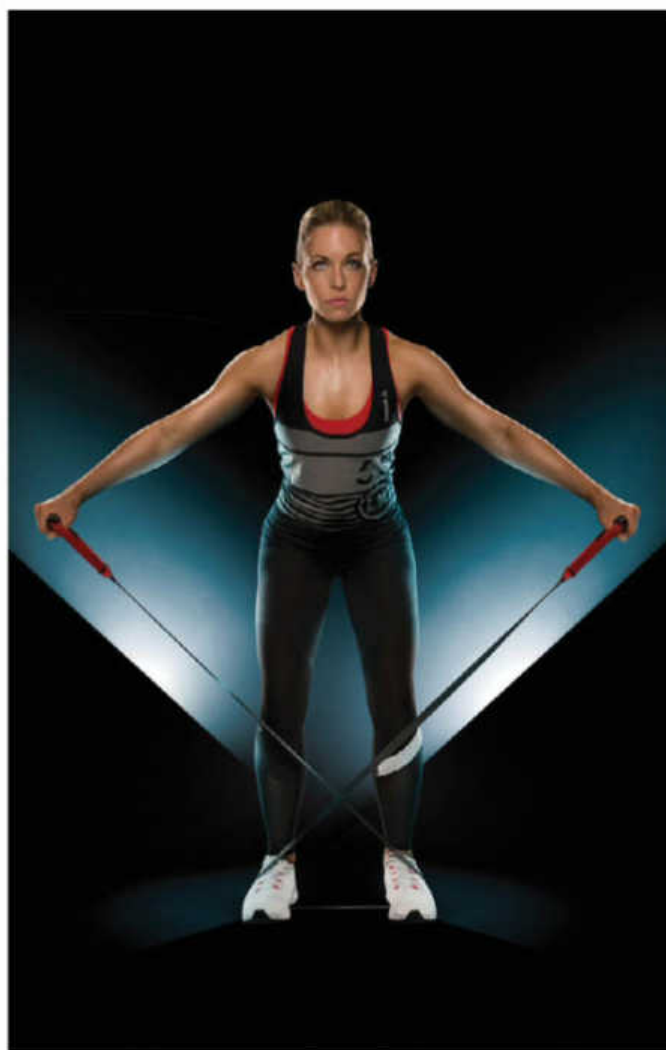
Visit <http://exercisenz.org.nz/subsidised-gym-memberships/> **FP**





LES MILLS SMARTBAND





"I really enjoy the execution of moves with the SMARTBAND, the motion is definitely smoother than traditional resistance bands. The SMARTBAND also feels much better under the foot than other tubes, especially in less forgiving shoes."

- Aaron Joyner, Les Mills Instructor.

LES MILLS SMARTBAND CHANGES THE GAME

Scientifically engineered to create functional and durable equipment, Les Mills SMARTBAND is the latest innovation in resistance technology. SMARTBAND delivers consistent force increase throughout the extension meaning users will experience the same resistance throughout the entire movement.

Working out with SMART TECH equipment means better results in a shorter time. Increase muscle activation, maximize workouts and burn calories faster. The newest addition to the SMART TECH range is the new SMARTBAND. The stretch you need is designed to drive results.

Traditional bands are made from extruded latex/rubber and are prone to tears and snapping. Made from an injection moulded thermoplastic elastomer, the SMARTBAND is designed to withstand the intensity and flexibility of modern functional training.

WHY CHOOSE SMARTBAND?

- ✓ **Consistent force increase technology**
means the resistance will remain the same through the entire range of movement.
- ✓ **Made with thermoplastic elastomer**
instead of latex or rubber so the SMARTBAND will far out last traditional resistance bands
- ✓ **Designed with a flat profile** to prevent the band rolling or slipping throughout exercise
- ✓ **The nylon webbing** in the handles move freely through the spine ensuring ease of movement as well as the optimal surface for gripping in the hand.

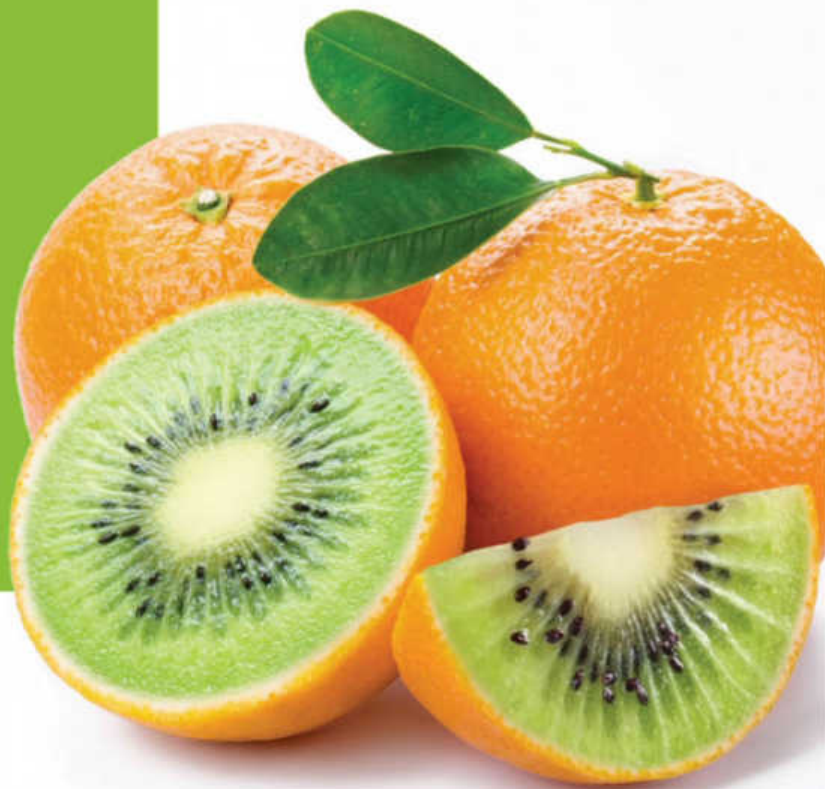
LesMILLS

Find out more at www.lesmills.com.au/equipment

THE DEATH OF FOOD

The shocking truth about genetically engineered foods in America

By Kim Goss, MS, Poliquin Group™*



Soylent Green is people! Soylent Green is people!

This is the classic line from the 1973 science fiction classic *Soylent Green*. The story takes place in a future in which food is so scarce that society lives off processed foods, one being a high-energy wafer called Soylent Green. But rather than being made from plankton as claimed, it is actually made from people – which the lead character, a police detective played by Charlton Heston, eventually learns. Yes, this is certainly fiction, but there is one scary type of food that is certainly not science fiction. It's called *genetically engineered organism*, or GMO.

A genetically modified food is made by taking the genes of one species and inserting them into the DNA of a food, or animal, to introduce a new trait. For example, inserting a soil bacterium called *Bacillus thuringiensis* into plants makes these plants toxic to insects – an insect will die if it eats these genetically

modified plants. Another trait that can be engineered in plants is resistance to toxic herbicides. Both of these traits increase profits for farmers by increasing crop yields.

What, you might ask, does the government have to say about biotechnology and GMOs? In the U.S.A, the answer is that the government sanctions them. This is an official statement of policy published on May 29, 1992, by the Food and Drug Administration (FDA): "The agency is not aware of any information showing that foods derived by these new methods differ from other foods in any meaningful or uniform way." However, it's interesting to consider that the individual who approved this policy had previously worked as an attorney for a company that produced GMOs, and soon after he left the FDA he became a vice president for that same company.

Because the government considers GMOs safe, the US doesn't require informing consumers if their foods contain GMOs. How common are

GMOs? An estimated 70 percent of the foods on supermarket shelves contain GMOs. Among the products containing GMOs are soy, corn, canola and cottonseed oil, sugar beets, Hawaiian papaya, zucchini and crookneck squash.

What the Research Says

In the 1990s Dr. Arpad Pusztai of the United Kingdom received a \$3 million grant from his government to study GMOs. Pusztai found that when genetically modified potatoes were fed to rats, the rats developed problems in the liver, brain, testicles and immune system and also showed precancerous cell growth. When Dr. Pusztai shared his unpublished research on a television program, he was fired from his job of 35 years, a consequence that smacks of dirty politics. Eventually, however, his research was published in the respected, peer-reviewed journal *Lancet*. And Pusztai is not the only scientist interested in the possible effects of GMOs on health.

Photo: Shutterstock.com

One study on GMOs fed to rats was published in the *International Journal of Biological Sciences*, and the researchers found that the group of rats fed genetically modified corn had disorders of the liver, kidney, heart, adrenal glands and spleen. Likewise, a Russian study was performed on female rats that were fed genetically engineered soy flour before, during and after gestating their young. Nine percent of the rats that were fed non-genetically modified soy flour died compared to the 55.6 percent of the rats that died after eating the GMO-engineered modified soy. And of the GMO-fed rats that survived, 36 percent were underweight, compared to 6.7 percent of rats that were underweight in the control group. As for larger animals, in 2008 a farm allowed 13 buffalo to graze on genetically engineered cotton plants – all 13 died within three days.

Another possible consequence of consuming GMOs is allergic reactions. In 1996 there was widespread use of genetically engineered crops. From 1997 to 2002, emergency room visits for allergies doubled. This increase may have been completely coincidental or it may have been due to the influence of environmental toxins, but there are many reasons to suspect GMOs are responsible because their modified proteins possess properties of known allergens and because genetically modified crops have residues of toxic herbicides that can cause allergic reactions. It has been found that genetically modified soy products can

decrease the amount of digestive enzymes in the body. These enzymes affect the body's ability to break down proteins, and this can increase our allergic reactions to foods. Further, it's been found that, across the board, foods that are genetically modified have less nutritional quality than non-GMO foods.

There are many other health issues associated with GMOs. One of the most worrisome has been explored by Jeffrey Smith in two books: *Seeds of Deception* and *Genetic Roulette*. Smith says that the genes placed in crops can transfer to humans by means of the DNA of the 'friendly' bacteria and as such will continue to function after the food is ingested. Smith says this turns the human gut into a 'pesticide factory' that essentially produces toxins that attack the body. Scared yet? You should be.

To help you identify GMOs in foods, you can download a free guidebook from www.responsibletechnology.org. However, there are some things you can do to get around the problem of hidden GMOs, such as buying organic foods, looking for products that say they are non-GMO, consulting a non-GMO shopping guide and avoiding foods that are likely to contain GMOs.

Feeding the world is a problem that needs to be addressed by all the world leaders. There are many solutions proposed, but one thing is for certain: Genetically modified foods should not be the future of food. **FP**



KIM GOSS

Kim Goss is a strength coach with a 35-year career in athletic fitness training. A writer for the Poliquin Group™ (poliquingroup.com), Kim was a strength coach for the US Air Force Academy, trained Olympians in three sports, and has a master's degree in human movement.

GET BACHELOR FIT WITH TIM ROBARDS

We get the scoop on
The Robards Method
and catch up with
creator Tim Robards!

If you can't control
your own body
weight, what's the
point of trying to lift
something heavier at
the gym?

It's a simple principle that Tim Robards learned the hard way. After years of pinning himself under bars and heavy weights his body was functionally weak. Aesthetically the results were impressive, but as a chiropractor and personal trainer, Tim knew his body wasn't moving freely the way it was designed. He saw the same fatiguing bodies in his patients as they hobbled into his practice; young, fit men at their genetic peak, plagued with injuries from repetitive, heavy weight work. It wasn't a sustainable way of conditioning.

Big muscles got bigger, but only along the one plane. Until those muscles were as strong in multiple planes then the young men, including Tim, were leaving themselves susceptible to injury. And their mobility was average at best.

Tim found fitness 'enlightenment' in calisthenics. The discovery led to his development of The Robards Method, a progressive program with functional movement as its cornerstone.

"I see so much information out there, false marketing, people preying on those looking for a magic pill, or magic seven-minute abs," says Tim. "I see so many young people doing drastic things to look a certain way and I want to educate these people on how to look, feel and be great in a sustainable, but enjoyable way.

I've been involved in the health and fitness industry for 15 years now and there is a big push around simplicity,

with exercises that focus on mobility, joint strength and stability. That's the foundations of The Robards Method (TRM)."

Much like martial arts, TRM works through a series of levels - white, yellow, blue, red and black. It combines body-weight strength work with HIIT training and gymnastics rings workouts.

TRM is designed for accessibility, as much as it is progression, because TRM

wooden rings, which are supplied with every Starter Pack. Suspension training kick-starts Tim's protocol, completely debunking an old fitness theory: 'the strong lift iron, the weak lift their bodies'. Fitness and conditioning is open to interpretation but controlling your own body has become a prerequisite for modern fitness. Each ring exercise (and movement) is tapered to the level of the participants. From simple high bicep curls

plans and 30-chapters of nutritional information on topics like fats, hydration, digestion, sugars, oils, super foods, grains and alcohol.

Here's what Tim himself had to say about TRM.

FPM: Congratulations on your new program, The Robards Method. You are just launching and it looks amazing. Tell us about how and why you were attracted to producing a stand-alone fitness program?

TR: I've learnt through my years of study and clinical experience that we all basically have very similar needs to survive and live a really fulfilled life. The basics are to eat, think, move and sleep right! It's fairly simple, but many of us have forgotten how to do these things well. Just like an animal in the wild has needs for survival, many of us are struggling in the modern environment we have built for ourselves. For this reason I want to empower modern men and women with those necessities and change the face of 'health' care from our reactive model that we see so much of today, to a proactive model.

How will you roll out the program?

We are an online-based holistic program, and registration kicks off at therobardsmethod.com. Starter Packs include power rings, resistance band, TRM t-shirt and access to the progressive program via the TRM app. ▶

“JUST LIKE AN ANIMAL IN THE WILD HAS NEEDS FOR SURVIVAL, MANY OF US ARE STRUGGLING IN THE MODERN ENVIRONMENT WE HAVE BUILT FOR OURSELVES.”

is a sans-gym program. Outdoor equipment, backyards and garages are all functional facilities! And much like calisthenics training, a horizontal bar is often the only key piece of equipment needed. TRM also utilises dip bars, hip height or parallel bars and a wall or post - all accessible in most public parks.

But the silver bullet in TRM are the premium

in level 1, to strict form front and back levers in level 5.

TRM is a holistic lifestyle overhaul, and includes a nutritional component, based around the 7-2-1 Fuel Philosophy. Inspired by, but not quite Paleo or Caveman, 7-2-1 was designed with real life in mind; 70% super clean, 20% sensible, 10% relaxed. Access to the Nutrition Pack is \$69.95 and includes two 28-day meal



TRM appears to be quite unique in the fitness world as it has reviews and levels to attain, much like martial arts programs. Can you explain the way it works and why you chose this approach?

What I have realised working as a Sports Chiro and Personal Trainer for many years, is people need to see results, or feel a sense of achievement to stay motivated and on track. Exercise, clean eating and mindfulness can be hard to maintain when there's so many distracting food sources, so much stress in the workplace, and life in general is moving faster than ever. People respond well to small, balanced lifestyle changes and tend to stick with it when it's not an 'all-or-nothing' approach. Sure, it may take a little longer to see physical changes than starving yourself and getting on steroids but I can assure you that it will be much more sustainable and you will feel and look so much stronger.

When a client signs up what happens then? How do they get started?

As soon as they sign up we send you out the basics you need. A set of TRM wooden rings, resistance band, training shirt and free app download which is the gateway to your training workouts.

Is the app enough for a client to follow or will you have instructors available to guide your clients?

The whole program is on the app, but expansion of the TRM program will include certifying instructors. Right now there are five levels, each with five grading stages within. Each grading takes a month. Each cycle has three workouts; TRM Strength, incorporating bodyweight and calisthenic training, TRM Power, which adds a cardiovascular element, and TRM Rings, utilising the gymnastic rings. Everything is explained with both instructions and motions GIFs [graphics

interchange format]. This makes the positions super easy to understand.

Tell us about your fitness path. What experience and training do you have as well as this?

I started training when I was 13. We had a home gym and I wanted to get bigger so I could play footy! I had a skinny frame and there were much bigger guys out there than me so I trained hard for a year and made the team. Mum has always been super healthy and taught me a lot during my life but she encountered a chronic illness when I was about 12 and that really prompted me to look after my health, but also prepare myself.

I learnt to cook at a young age and read every book on health I could. I was taking tofu sandwiches to school to get my protein levels up and inherited the name 'Tofu Boy'. Although they were making slight fun of me they would always ask for a bite and actually loved

my food. I then studied to be a PT while I was still in high school so I could set myself up for some part-time work while I was at Uni. It was a great job and was a real contrast to studying Light Physics. I soon lost interest in my degree and decided a future in health was for me. I moved to Wollongong and completed a degree in Exercise Science before moving into Medical Science. I completed Med Science but I was missing the human touch so I studied my Masters in Chiropractic so I could combine all of my skills with a holistic approach.

Why did you see a need for The Robards Method?

People need simplicity. They need something that is easily accessible, affordable, efficient and fun that you can also do with a partner. TRM just ticks so many boxes. It's progressive, unlike so many other training programs out there, and the focus on movement and strength over a longer time period builds stronger bodies.

We've been told you did some analysing of the fitness industry to ensure that TRM hit a required need...is this true?

Yes, definitely. There is a big push getting back to simplicity with exercises that focus on mobility, joint strength and stability. These exercises are also skill based so it's not just a matter of loading up more weight to progress. There are many gymnastic-type movements that seem difficult but with persistence, become second nature.

“PEOPLE NEED SIMPLICITY. THEY NEED SOMETHING THAT IS EASILY ACCESSIBLE, AFFORDABLE, EFFICIENT AND FUN THAT YOU CAN ALSO DO WITH A PARTNER.”

What process did you take, and who did you work with, to establish your business?

I initially came up with the concept and had a vision of what I wanted to achieve. I met my business partner, Mike Bray who saw the potential and we combined our business minds and his marketing background and turned this idea into something we are really proud of.

Okay, the abs are superb... tell us about your diet and does your program offer dietary advice/options?

Yes, the program offers nutritional guidance. I've learned with my own body. It's not a prescribed solution for everyone, but it's the information I've needed to achieve results. It's imperative to keep a balance of what you are putting into your body and be educated about it at the same time. I'm not super strict myself, and I believe to keep something sustainable you need to be realistic. For that reason we came up with the 7-2-1 Fuel Philosophy. When you look back at your overall week, you want to

make sure you eat 70% super clean, 20% sensible and 10% relaxed. Instead of an e-book with a huge amount of info thrown at you at once, we've broken up over 30 chapters of dietary knowledge into modules. 7-2-1 also includes two 28-day meal plans and over 70 recipes which are focused on minimising the waist [line] while maximising nutrition.

What does the future look like for you?

I definitely want to take TRM international, because lifestyle diseases aren't unique to Australia. In saying that, this is one step towards empowering Aussies. There could be opportunities to partner with federal, state and local governments in the future to make TRM accessible as a gym-alternative option because everyone can access the outdoors!

How about your fitness and personal life, does it get pushed to one side?

As you can tell, I'm all about balance. I love the pace of life I live between being

a chiropractor five days a week to running two clinics. I'm also launching TRM, filming/travelling for our travel YouTube channel #TimandAnnaEscape, doing media/TV commitments, corporate speaking and trying to be a good boyfriend. But I do make sure that my fitness has a priority. It's all about being time efficient, and working in the windows you have available.

Finally, do you have a message for PTs who want to get started in their own business?

If all your major values align with health and fitness, then go for it! When you are truly inspired by something, you will never fail, because you will never give up! **FP**

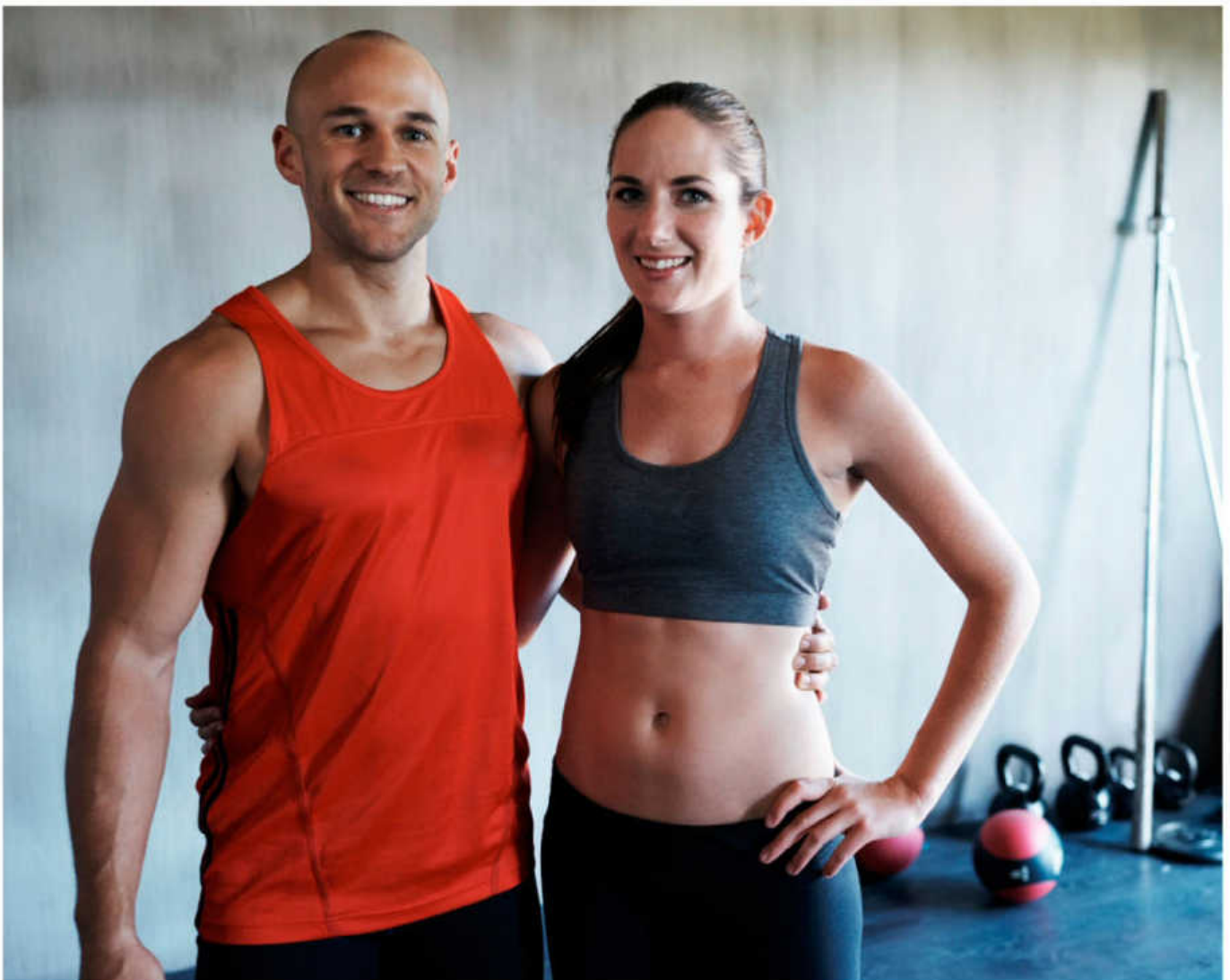
Fitness membership is \$99, and \$7.95 per week thereafter.

Combo, including Nutrition Pack is \$149..

THE 10 COMMANDMENTS OF A PERSONAL TRAINER

To be a great Personal Trainer is something that you need to continually work on.

Article provided By Chris Weier of FITNANCE



Here are 10 points all Personal Trainers need to consider, and then reconsider!



1. **PUNCTUALITY:** Clients are paying you for specific time slot. Be professional by arriving on time. It is very frustrating waiting for an appointment. Think of a Doctor's surgery! Avoid this at all costs!



2. **ROLE MODEL:** Practise what you preach. Lead a healthy lifestyle. Eat a healthy diet and get regular exercise. You cannot expect your clients to do this, if you're not practicing it yourself.



3. **KNOWLEDGE:** Continually update your knowledge. Strive to absorb as much information as possible. Never stop reading, listening and learning. Subscribe to trade journals and publications, attend conferences and workshops, and listen to other professionals. This is your career, treat it as such or be left behind.



4. **ATTENTION:** Give your undivided attention to your client at all times. Remember that your client is paying for your time. You need to give them 100% attention for this. The rule that we like to use, is that you should be so focused on your client that the building could be burning around you and you wouldn't even notice.



5. **HONESTY:** Be honest towards your client. You will not know all the answers to your clients questions. If you do not know the answer to a question posed to you, admit it, and say that you will try to find out. Sometimes clients believe trainers possess infinite medical knowledge. It is always good to have a doctor whom you can call with such questions. Such an alliance will benefit you, the doctor and most importantly, your client.



6. **RECORD KEEPING:** Each session should be recorded with notes. This allows you to track your client's progress and ensure they get the results they want. This also becomes crucial when it's time for them to renew their sessions. Print them up a certificate showing them their improvements. Also make notes on important personal information such as birthdays, medications, injuries, goals etc. It is extremely important for this information to be at your fingertips.



7. **LISTEN:** Most people like to talk about themselves and things they are interested in. In today's busy world people are very rarely get listened too. Don't talk about yourself. Your role is to listen, not to get too involved or too personal. It is your client's time. Keep the relationship on a professional level and at an objective distance at all times.



8. **GOSSIP:** Don't talk about your clients to others. Clients often tell their trainers extremely personal information, which should never be discussed with anybody. They should be comfortable knowing that what they tell you goes no further than the two of you. Respect their privacy.



9. **FUN!** It is not uncommon to see a trainer with a client and the trainer looks like he/she would rather be anywhere but there. Who would want to pay hundreds of dollars to spend several hours a week with someone like this? Some clients don't want to go to the gym in the first place and they will definitely not want to pay to train someone they don't enjoy being around.



10. **FEEDBACK:** Ask yourself. What am I doing well? What could I improve? This process of constant feedback ensures that you are constantly improving. **FP**

GOOD LUCK!

TOUR DE OFFICE



Tour de Office was launched in 2011 as an office-based cycling relay challenge to raise money for charities whilst promoting an active lifestyle for desk-bound workers. Stationary road bikes are set up in offices across Australia so participants can easily jump on a bike for 30 minutes while working together to improve their fitness and raise funds for worthy causes.

Tour de Office has launched what is hoped to be their biggest year yet with an exclusive free breakfast launch event this morning.

The launch saw more than 50 executives from a number of large organisations such as Deloitte, Dimension Data, Optus, Flight Centre, Motorama, and McDonald's come together to kick start Tour de Office and jump on smoothie making bikes.

Tour de Office's major partner and participating organisation Dimension Data, is also the technology partner with Tour de France, which is currently underway.

With a fundraising goal of \$150,000, Tour de Office called on their participating organisations and support network to dig deep in 2015. McDonald's has raised the stakes by having a fundraising goal of \$50,000 for themselves.

The 2015 Tour de Office ambassador was also unveiled at the launch - former Olympian Hayley Lewis.

As a former Olympic swimmer and business owner, Hayley comes from a background of recognising the importance of health and fitness and can't wait to jump on a bike when the event starts in September.

"I believe it's important to maintain a healthy lifestyle, and all it takes is 30 minutes a day to get your health back on track," Hayley said

"Tour de Office is a fantastic way for employees to get together, get active and raise much-needed funds for worthy causes. And it's so much fun trying to beat your workmates when you're on the bike!"

Hayley has a close tie with Tour de Office as her father worked in a sedentary job for 49 years, and once leaving that job, lost 20 kilograms in 18 months from simply not sitting behind a desk everyday.

This sedentary lifestyle can cause heart disease and some cancers if regular exercise is not incorporated into an employee's weekly routine.

Those who sit for nine hours a day are 40% more likely to die within the next 15 years than someone who sits for less than three hours a day.

Tour de Office was launched in 2011 by Tudor Marsden-Huggins, as an office-based cycling challenge to raise money for charity while promoting an active lifestyle for desk-bound workers. In 2015, Tour de Office took place from September 7 until September 11. Stationary road bikes were set up in offices around Australia so participants could easily jump on a bike for 30 minutes while working together to improve their fitness and raise funds for worthy causes.



HAYLEY'S SPIN ON THE TOUR...



1. Tell us a bit about yourself: your background, how you found yourself in the sports industry.

I'm in the retail industry presently however I owned a swim school for 8 years based at Westfield Carindale from 2002 - 2010 before it was demolished for redevelopment.

2. What different career opportunities have you had?

Small business owner for 13 years, TV host, keynote speaker and brand ambassador.

3. What are your top 5 health and fitness tips?

Set goals, stay focused by setting realistic goals, surround yourself with positive people, have a regular exercise routine, have great time management.

4. What is your opinion of the health and wellness industry? Is there anything you'd like to see change?

I would consider myself more a part of the 'retail industry'. It's been 5 years since I had swim school (or children) which I'm not sure could be categorised as health and wellness. I guess I don't know enough about the industry to make a comment.

5. Can you tell us a little about your father and his new found health once he left his sedentary job?

My Dad worked at The Courier Mail for 49 years, sat down behind a computer and retired 2 years ago. Over the past 2 years he has lost 20kgs purely through 'moving' and no change in diet and is now off his medication for a heart-related issue and a massive drop in his cholesterol.

6. Is it really as simple as 30 minutes a day? From your experience in the sporting arena, what do you think people can do to keep up their fitness and health?

Move for at least 30 minutes 5 times per week, substitute water for sodas, limit foods high in sugar.

7. As a business owner, how do you fit in time to maintain your health, fitness and nutrition?

Get up at 5am to do exercise for an hour before my family wakes and also pack nutritious food for work. Don't bake more than twice a week.

Tudor Marsden-Huggins Answers

8. Is it really as simple as 30 minutes a day? From your experience in the sporting arena, what do you think people can do to keep up their fitness and health?

30 minutes of exercise a day is certainly a good start. To determine if that's enough I think it depends what you do. A combination of resistance and cardio training is ideal, but really as long as you are up out of your seat and moving, your health will benefit.

I like to keep my fitness routine varied, combining cycling, running and yoga to keep fit. If you keep it interesting it certainly makes it easier to stay motivated!

9. As a business owner, how do you fit in time to maintain your health, fitness and nutrition?

In my experience, fitting in a daily workout can be challenging at times. I do find that I'm much more productive after that physical activity though - it clears my head and often I will have a great idea or come up with a



solution to a problem that would not have come to me if I was sitting at a desk, staring at a screen. Everyone is busy these days, but 30 minutes is a manageable slice of time to carve out for exercise if we make it a priority and plan our day around it.

10. As a business owner, if you implemented wellness initiatives in your workplace, what do you think the benefits could be?

We established Tour de Office four years ago because we were concerned about the lack of awareness around how damaging sitting for long periods can be to your health. The average Australian now spends over nine hours a day sitting and this habit can contribute to a range of chronic diseases. Most of this sitting happens at work and employers are starting to become much more conscious of the health and well-being of their employees, so having organisations host bikes in their workplace seemed like the perfect fit.

Fit and healthy employees are often happy employees. Promoting an active lifestyle to your employees not only benefits them personally, but also the business as a whole.

11. Do you believe New Year's resolutions would be a beneficial way to implement wellness initiatives in workplaces?

I think it's great to start a new year with healthy habits in the workplace. But remember that most New Year's resolutions have been abandoned by mid-January! If their initiatives are going to stick, employers will need a plan in place to keep employees motivated and engaged in the program. We have a number of fitness challenges throughout the year including fun runs, cycling events and Tough Mudder, so our employees are encouraged to keep their training up to reach those events.

12. Why do you think wellness events like Tour de Office are important?

Workers should be breaking their sitting habits every 30 minutes for optimum health. Getting on the bike, in the workplace, for their health during Tour de Office shows people how easy it is to fit more activity into their working day.

Tour de Office is also a great way to boost workplace culture, engage employees, clients and stakeholders and bring out the competitive edge through a unique bonding experience. And the event raises vital funds for charity! **FP**



TUDOR MARSDEN-HUGGINS, TOUR DE OFFICE FOUNDER AND MANAGING DIRECTOR OF EMPLOYMENT OFFICE

Tudor founded Employment Office in 1999. Employment Office are specialists in strategic recruitment marketing, in addition to providing comprehensive shortlisting, employer branding and e-recruitment solutions. With an impressive list of clients spanning all industries and operating across Australia and internationally, Employment Office employs 65 full-time employees and has offices in Brisbane, Melbourne, Vancouver, and Toronto, with plans to expand to similar international locations in the near future.

In 2011, Tudor founded Tour de Office, a charity event where workplaces across the country host an in-office continuous cycle relay for employees, customers and business associates. The event aims to raise awareness of the need to increase physical activity for desk-bound workers, and raise money for charity. In 2015, the event will be hosted in 30 workplaces across the country and aims to raise \$200,000 for worthy causes.

In 2015, Tudor completed the Cape Epic, widely regarded as the world's most challenging mountain bike event, held over eight days in South Africa. With his riding partner, Tudor rode over 739 kilometres with over 16,000 metres of climbing.

HOW TO BECOME A GREAT LEADER

By Cary H Wing

Great leaders are all around us. You can probably think of several you admire without much effort.

If you care about your business and your staff, then you're probably striving to be a better leader yourself – constantly. That's an admirable trait that pays off, points out Brent Darden, the principal of Brent Darden Consulting, in Dallas, and former chairman of IHRSA's board of directors. "Remember that being a great leader requires effort, practice, patience, and performance," he says. "Leaders who have willing followers, and the ability to bring out the best in others, are invaluable."

So what makes a good leader? Is someone born with those qualities and skills, or can they be acquired? The point is often debated, but the bottom line is that, no matter how these are obtained, an effective leader motivates people to get the job done, while cultivating a culture of respect in the workplace.

For thoughts on this topic, we tapped Darden and several other respected individuals in the IHRSA universe for their thoughts. What they had to say is definitely thought-provoking.

Be focused and present: The day-to-day management of

a health club is a challenge, notes Debra Siena, the president of Midtown Health, based in Chicago. "It's easy to become distracted. My best advice is to be mindful, present, and really listen when interacting with your team. Great leaders surround themselves with the most talented people, give them the support to succeed, and listen to what they have to say."

Be curious: Effective leadership requires continual learning – not just for yourself, but also for those who work for you, says Darden. "Invest in education – for you and the team," he recommends. Mark Miller, the vice president of the Merritt Athletic Clubs, based in Baltimore, Maryland, agrees. "Execute today. Develop for tomorrow. And learn for the future. We're an industry undergoing huge disruption and growth. We need to learn, and we need to have a growing thirst to improve."

Be accountable: In the fitness business, outcomes and accountability are priorities, points out David Hardy, the president of Franvest Capital Partners in Edmonton, Alberta, Canada. "What gets measured gets managed. This is more important today than ever before, both in business and fitness." He suggests establishing clear procedures to measure and manage programs and services.



Brent Darden

Cultivate emotional intelligence: Being overly emotional has its disadvantages, causing people to overreact in critical situations. Emotional intelligence, however, is an ability to monitor and discriminate between different emotions, in order to guide thinking and behaviour. It's an important leadership skill, observes Stephen Tharrett, the co-founder of ClubIntel, a Dallas-based consultancy. "Emotional intelligence allows leaders to connect with their teams, empathise with them, remain aware of their own vulnerabilities and, finally, inspire empowerment and change."

In the end, becoming a better leader is a lifelong quest, concludes Miller. "Just like great athletes, we need to become students of the game. Our industry is poised for great things, and we should be also." **FP**

fitnance

COMPLETE FITNESS & WELLNESS SERVICES

Work out your future.

CERT III & IV

COURSES IN HEALTH AND FITNESS



Register at www.fitnance.com.au



GETTING FITNESS ASSESSMENTS RIGHT: TECHNOLOGY UPDATE

By Daniel Murphy

THE FITNESS ASSESSMENT IS A PART OF MOST FACILITIES. WE PERFORM IT TO SHOW THE CLIENT HOW EFFECTIVE OUR SERVICE HAS BEEN TO PRODUCE CHANGE AND TO GIVE THEM AN IDEA OF WHERE THEY STAND.

For most people, the focus of this change is their body shape, or as we know it, their body composition (BC). I will therefore focus the majority of this article on techniques that are currently used to assess BC, while not forgetting that we do more in the fitness industry than help people lose fat and gain muscle.

For the majority, the standard fitness assessment hasn't really changed since the 1960's. We generally expect to be weighed, answer a pre exercise questionnaire and have our bodies, legs, thighs, calves, waist and chest diameters measured. You might even have your blood pressure taken, your fat pinched with an intimidating pair of callipers, have some goals set and be made to perform a novel movement such as a sit and reach. Most of these measurements have relevance and can be very useful. What they can lack however, is specificity, accuracy and efficiency. We really need to be doing better.

WHY BOTHER WITH NEW TECHNOLOGY?

When talking goals with a client, usually on top of the list is a change in BC. What they generally say however is they want to "lose weight" or "gain weight/bulk up". It's

usually then that the dreaded scales appear and your client's heart begins to palpitate irregularly. Gravitophobia, or the irrational fear of weighing oneself, is in some intensity felt by a large proportion of our clients. I would argue this widely felt (pardon the pun) fear has been encouraged by the health and fitness industry. Weight on the scales isn't specifically measuring BC and used by itself it will miss these changes. This leads to the belief that they have failed to reach their goal yet again and your gym, personal trainers, nutritional advice or group personal training isn't worth their time and money. It therefore makes sense that we start taking this assessment seriously and assess what we are actually trying to help them change. By doing this you will validate your service and keep them motivated.

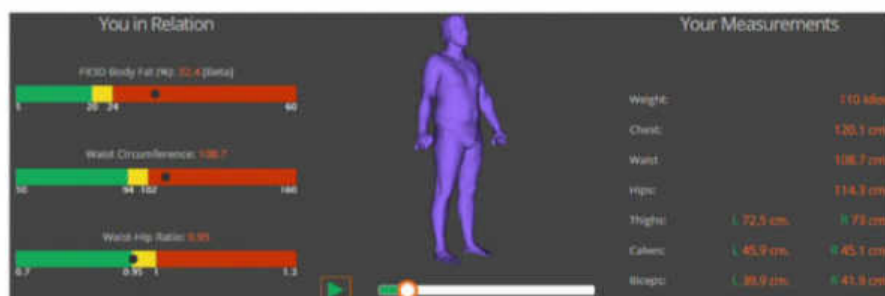
The idea of BC as we know it is a relatively new one and there are various ways of 'measuring' it. For starters we don't really 'measure' BC, we predict it. The only true way of measuring BC is via separating your fat mass from your lean mass and weighing it when you're dead... volunteers? This therefore means that all 'measuring' techniques have some element of error (yes, even DEXA – we will get to that shortly), some just have more 'noise' than others. Understanding where the noise comes from is important. This allows strategies to be implemented that eliminate or minimise the noise, while also assisting in interpretation of what is a real change versus just measurement error.



Initially BC was performed using the 2-compartment model, breaking the body into fat and fat free mass (FFM - everything else that isn't fat, not just muscle). This was initially through underwater weighing but this has largely fallen out of favour due to its impracticality. Since then, the assessment of volume via air displacement i.e. using a BODPOD, has become more popular. There are still critics of BODPOD, mainly because of an assumption it makes about body water content. They are mostly used in Universities, or specialised testing facilities, with a few found in fitness facilities in Australia, such as World Gym Ashmore (QLD) or Bodyology (VIC).

Now we have the 3-compartment model for measuring BC: dual

energy X-ray absorptiometry technique (DEXA). The addition of bone mineral, with fat and fat free mass, takes away some of the assumptions of the 2-compartment model in regard to bone density. In the Australian fitness industry DEXA scans are beginning to be seen as the 'gold standard' of BC assessments. DEXA assessments are not however without their flaws. As with the above techniques, DEXA is a prediction of BC and not a direct measurement. The procedure and preparation prior to the scan (such as hydration, or food intake) can affect its accuracy. There are also various types of DEXA machines with different technology and each will have varying results. ▶



You can even find variances between the same models of DEXA machines depending on what software they have installed.

DEXA assessments are very much increasing in their popularity, even to the point where providers will load them into trucks and providing a mobile service to facilities. They are seen as the most accurate tool for BC analysis when compared individually against other techniques (when performed correctly). The key here is to find an experienced provider for your facility and develop a working relationship for greater consistency in your assessment procedure. Competition between DEXA scanning providers is fierce. To my knowledge, there are no fitness facilities in Australia with a DEXA scanner in house. This is mostly due to their cost, space requirement and expertise required to operate. There is also the consideration that DEXA scans do involve a small amount of radiation exposure and strict regulations apply. They are however becoming more and more accessible in our major cities.

DEXA, as many might believe, is not the gold standard for indirect BC analysis. The 4 or multi compartment is in most eyes the Gold standard. This is a lengthy and expensive assessment that involves total body water determination via deuterium or 180 labeled water dilution, body mass, body volume via BODPOD or under water weighing and bone mineral content via DEXA. DEXA only makes up one component.

WHAT ABOUT IN-HOUSE TECHNOLOGY FOR BC MEASUREMENTS?

Companies such as Inbody and Tanita began making devices based on bioelectrical impedance analysis (BIA) and have been in the market since the late 1980's. These portable, cost effective and easy to use devices can be set up in a facility and used with no expertise required. As with all BC devices, there is some element of error. With BIA however, the actual theory of obtaining the information via the flow of low current electricity and resistance

of this flow, is in many eyes flawed. BIA can be affected by various factors such as skin temperature, meal timing, anthropometry, posture and hydration. As with all BC assessment tools, BIA is based on a prediction algorithm. The problem is BIA's prediction algorithm, is based on another one of the other BC techniques, multiplying the error. The end result is that these devices are not a replacement for the above-mentioned techniques. They do, however, allow a good opportunity to discuss BC with your clients and they could be used for longer period assessments to accommodate for the error, but I wouldn't put my house on the results. So what's next?

You might think from my previous, slightly condescending remarks that the standard manual fitness assessment is inappropriate, quite the opposite. You need to have an assessment in house and for BC changes there are definitely elements we can take away from the old fitness assessment, especially girth



Your Measurements	
Weight:	82.0 kilos
Bust:	110.6 cm
Waist:	104.1 cm
Hips:	111.4 cm
Thighs:	L 68.3 cm, R 68.8 cm
Calves:	L 41.3 cm, R 41.0 cm
Biceps:	L 35.5 cm, R 36.3 cm

Your Measurements	
Weight:	70.8 kilos
Bust:	98.7 cm
Waist:	89.3 cm
Hips:	104.8 cm
Thighs:	L 62.8 cm, R 61.9 cm
Calves:	L 41.8 cm, R 41.2 cm
Biceps:	L 32.3 cm, R 30.7 cm



and skin folds (sum of mm). These two will give you an outcome, that when performed correctly, will detect changes in subcutaneous fat and shape. The problem here is usually time availability and error. This error arises from the expertise/training of the assessor, multiple assessor differences and calibration of the equipment. The error is accompanied by a, let's face it, time consuming and tedious assessment. The end result, you miss the client's changes and your facility has been seen to waste everyone's time and money. Alas! The team at Fit3D have solved this problem.

Fit3D offers an in house solution to track BC changes using a first in 3D scanning technology. It captures a 3D, 360° image of your client and then is able to extract all the standard fitness assessment measurements in just 40 seconds! The user can then track their change in shape visually and with the use of accurate girth measurements. The Fit3D team are also currently

working on a BC algorithm similar to the volumetric 2-compartment model, with the inclusion of anthropometric measurements generated by the scans. They have also developed an integrated cloud based platform with individualised private online accounts. This means, no matter where you have a scan taken, it will end up in the same place. The scanner is simple to use and easily fits into most assessment rooms.

So what's the final verdict? I asked Dr Gary Slater, an expert on all things BC and a senior lecturer in nutrition and dietetics at the University of the Sunshine Coast, what he thinks on the topic. "To be blunt, if you're working with a client to manipulate their BC, but not monitoring it, you simply don't know if your intervention is working. Establishing a regular time to assess BC allows you to manipulate your interventions (training and/ or diet) to bring the client closer to their goals. You just need to understand your chosen

technique, making sure you minimise the factors that impact on its reliability and the noise in the test (test retest reliability) If you don't possess the skills and knowledge required, either acquire them or seek professionals that do." When asked his recommendations on how to assess BC he gives the following advice, "For very general advice on the assessment, initially using a waking weight weekly and surface anthropometry (skin folds and girth measurements) every 2-3 weeks. They are fairly robust outcomes for detecting change in your clients, in the hands of a trained technician. It's also important that you seek a more comprehensive assessment of their BC every 2-3 months using a service such as DEXA that provides measures of absolute fat and lean tissue. It's vital to assess their BC regularly and correctly so you can adjust their training or nutrition to achieve your client's goals. Seeing results is also extremely motivating."

Outside of the gym, the next wave of technology for BC analysis is going to be targeted at the consumer. One such example is a smart phone sized device from Skulpt, offering a twist on current BIA devices. The Skulpt Aim uses similar technology as BIA and applies it differently, coining it electrical impedance myography (EIM). Inbody are even trying to get around your wrist with the Inbody Band activity tracker. It is said to offer all the usual features of an activity tracker plus BC. With technology like this appearing, the market will become more educated and fitness professionals need to stay one step ahead. Compile this with a result driven industry, facilities must keep up with the times.

It's important your facility and trainers take BC assessments seriously, as the results your clients receive will inform them if your service is worth their time and money. Who knows, one day we might start seeing 3D camera scanners and DEXA machines as common place at your local gym. **FP**

LATEST GADGETS

KFit trail blaze fitness technology with unveiling of new app

KFit app launches in Sydney, Melbourne and Auckland AUGUST 2015

KFit will make variety the routine of the health conscious everywhere with its innovative app now added to its rapidly expanding health and fitness platform: <https://kfit.com>

To complement the existing website in Australia and New Zealand, the KFit app will be launched into the Melbourne, Sydney and Auckland markets with more Australian and New Zealand state launches planned over the coming months.

Already operating in several countries worldwide, KFit are the first in the market to have an app and a presence in multiple cities nationally.

KFit allows members to access hundreds of fitness studios, gyms and facilities via their online platform. Wherever members are located, they can try new activities at different studios, every

day, at convenient locations and times, making it easier and more fun to maintain an active, healthy lifestyle.

In Melbourne, Sydney and Auckland alone, there are over 600 fitness studios, gyms and facilities to choose from. Options range from the more traditional - yoga, Pilates, boxing and Zumba - to the adventurous such as rock climbing and rap jumping. Membership also provides access to fun leisure activities including laser tag and bowling.

With no minimum period membership contracts, KFit members have the flexibility to take a break from their membership at any time, without any penalty.

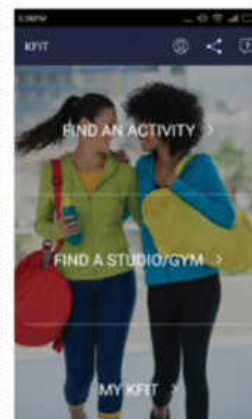
The KFit app is the first of its kind for the Android and iOS mobile operating systems and provides an intuitive, user friendly experience.

Using their phone or desktop, members can browse hundreds of fitness gyms

and classes before selecting a workout that is right for them allowing for greater access, flexibility and convenience for users.

KFit's app also puts an end to the hassle of showing up to a full class, as members are required to reserve their place via a booking system. Friends can easily book into the same class and workout together.

Website: www.kfit.com



Introducing the Garmin® eTrex® Touch Handhelds

Sydney, Australia (August 2015) — Garmin, the global leader in satellite navigation announced the eTrex Touch 25, 35 and 35t, adding new touchscreen models to the popular line of outdoor handhelds. The eTrex Touch series has a completely updated user interface, improving the ease of use of the device. As well as a 2.6" capacitive touchscreen display, the largest display that's ever been put on an eTrex device.

The eTrex Touch series also features new activity profiles for easy to use navigation for multiple activities and an enhanced track manager to easily start and stop recording. Rugged and dependable, the new eTrex Touch series boasts a high sensitivity.

Additionally, the eTrex Touch 25, 35 and 35t

are compatible with an array of mounts that are extremely easy to use on bicycles, boats, ATVs or in the car. No matter the activity, the eTrex Touch series is ready for an adventure.

"We are thrilled to add a set of touchscreen units to the eTrex lineup," said Matt DeMoss, General Manager, Garmin Australasia. "With updates like the pinch and zoom touch screen and new activity profiles, we're excited to raise the bar of what's available to consumers in the eTrex line."

Available now, the eTrex Touch 25, 35 and 35t have Recommended Retail Prices of AUD \$349, \$429 and \$489 respectively.

<http://www.garmin.com.au> or <http://facebook.com/garminau>





Cycling enthusiast Tim Price believes his app could stop thousands of tragic cycling deaths around the world.

BIKE SAFETY APP PUTS THE BRAKES ON ROAD TRAGEDIES

An ingenious new Australian smartphone app could help curb thousands of tragic cycling deaths around the world each year.

The first-of-its kind app uses cutting-edge mapping technology from industry leaders Esri Australia to establish a virtual fence – known as a geofence – around a cyclist and motorist.

Bike Bell is the brain child of cycling enthusiast and developer Tim Price who was inspired to create the app while riding to work each day on the dangerous, winding roads just outside Hobart.

Bike Bell works by simply putting an invisible geofence around a cyclist and drivers who have downloaded the app to their smartphone.

When the two geofences connect, a warning bell is triggered on the driver's phone who also has the app, alerting them to the cyclist's presence and giving them time to take precautionary actions.

Cyclists and drivers can download the app for the price of a post-ride cappuccino and participate in an international trial involving enthusiasts from Australia, New Zealand, France and Portland, Oregon.

Mr Price of RIA Mobile who has built a career working with location mapping technology felt compelled to use his expertise to make a difference to the cycling community.

"Like most cyclists, I've been involved in some pretty hairy situations on the road, typically involving large buses and trucks that have limited visibility," Mr Price, who is also a former champion triathlete, said.

"I wanted to develop a user-friendly app that would encourage all road users to think and act differently when it came to sharing the road.

"Bike Bell helps drivers and pedestrians know where cyclists are, which is particularly useful in heavy traffic and bad weather, or on roads with blind spots, or where riders approach pedestrians from behind on shared bike paths.

The app trial is endorsed by the Amy Gillett Foundation – the leading bike safety organisation in Australia.

Kutya Timer - Unique Approach to Custom Fitness Timers

Finland-based independent app developer Kutya Solutions has released a customisable workout timer app 'Kutya Timer' for the iPhone and the iPad. Kutya Timer supports various types of workouts: In addition to the usual HIIT, circuit, interval etc. training supported by most timer apps, Kutya Timer can also guide the user through a gym or weight lifting workout, timing just the rest periods. AMRAP workouts are supported too.

UNIQUE, SIMPLE, POWERFUL APPROACH TO DEFINING WORKOUTS

Kutya Timer is based on a unique approach defining custom workout timers: The user simply TYPES IN the workout (multiple exercise names with their timings) following few simple rules and is good to start working out!

SHARING AND USING DISCOVERED WORKOUTS MADE EASY

Since the workouts are defined as 'just plain text' they are easy to share. A personal trainer can send the workout as a text message to his or her clients. Workout can be emailed and copy-pasted to Kutya Timer and so forth. Found a great HIIT workout from the Internet? Just copy-paste the text

to Kutya Timer, edit a bit and you are good to start exercising. **FP**



RUN NO RISKS WITH KIDS!

By Shannon Vogler



Photo: Shutterstock.com



Photo: Shutterstock.com

The kind and amount of supervision provided should be predicated on a simple criterion: What's necessary to prevent a child from being hurt? Make sure you adequately train any employees who will be working with kids in your facility. Identify areas or situations that could conceivably prove hazardous, and childproof them via education, signage, etc. An obvious example is the danger children court when running around a pool.

You should also consider creating a written policy spelling out what constitutes safe supervision in your club. And, if you have written guidelines, follow them.

If a child is injured and a lawsuit ensues, a court will want to know: Did the injury result, in part, from either a lack of or inadequate supervision? Was the supervisor competent? Were they present in the area they were supposed to be monitoring? Were they able to adequately supervise the number of children present? Was the club's written policy being followed?

Staying out of legal hot water by ensuring child safety certainly starts by paying attention to the quality and quantity of supervision. The value of waivers and another document, a signed

"agreement to participate" or "assumption of risk" form, is less clear, depending on such variables as the circumstances surrounding the injury and individual states' interpretation of the related law.

A waiver is a contract in which the signer, either the child or their parent, waives the right to sue a club. As a general rule, however, minors aren't bound by contracts. A study of sport-related cases involving children in 16 states revealed that, in every case in which the minor alone signed the waiver, they were able to get out of the contract.

Does a waiver signed by a parent on their child's behalf release the club from liability in the event of an injury? Not necessarily. It depends on the state. For example, courts in Ohio, Maryland, and North Carolina have upheld the validity of releases signed by a parent on behalf of a minor. On the other hand, ones in Illinois, Iowa, Michigan, and New Jersey have held that such releases don't bar future claims. Other states, such as Florida, will enforce such releases, but only for risks inherent in the activity—e.g., a simple fall on an ice skating rink.

A signed agreement to participate or assumption of risk form may

According to the American Academy of Pediatrics, approximately 3.5 million children and adolescents, ages 14 and under, are injured each year while participating in sports or other recreational activities. Although most of these incidents don't occur in clubs, it's important that owners and operators be aware of the safety and legal regulations that apply to this population.

To help you understand the risks associated with serving children, IHRSA has updated its briefing paper resources. Its Kids in Your Club guide outlines the requirements that, if adhered to, will help ensure that clubs can provide safe, effective, and entertaining programs and activities for youth.

Two of the key factors that need to be considered are supervision and the role of waivers.



provide some legal protection, but, as with waivers, it depends on the specific circumstances. Basically, such documents attest that the signer understands and accepts that participating in the activity specified entails certain risks. For details on this option, and to learn more about the legal issues involved in hosting children at your club, download a copy of the Kids in Your Club briefing paper, by logging on to ihrsa.org/industry-issues. **FP**

***DISCLAIMER:** The information provided here is intended for the general education of IHRSA members, and shouldn't be considered legal advice. Club operators requiring legal advice should consult an attorney qualified in this area.*

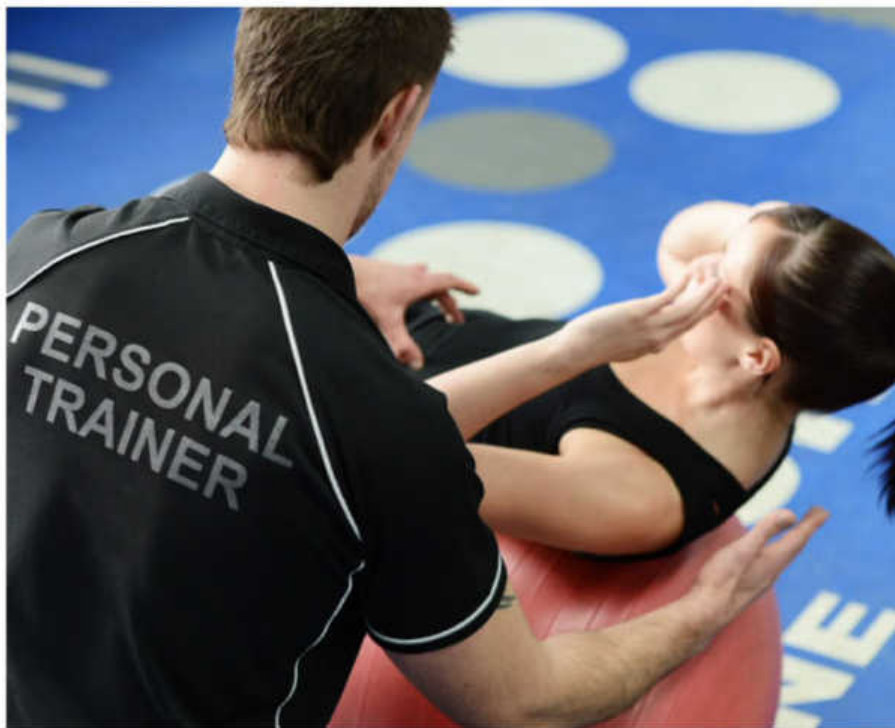
— Shannon Vogler, smv@ihrsa.org

.org

For more information on IHRSA's advocacy efforts, please visit ihrsa.org/advocacy

HOW TO GET THE PT CAREER OF YOUR DREAMS

By Scott Hunt



SO, IS YOUR PERSONAL TRAINING (PT) CAREER COMING ALONG WELL, BUT YOU THINK IT'S TIME TO STEP IT UP TO THE NEXT LEVEL? WHETHER THE GOAL IS FAME, FORTUNE OR JUST A GREAT WORK- LIFE BALANCE, ALL PTS GET TO THE "WHERE TO NEXT?" STAGE AT SOME POINT IN THEIR CAREER. Unfortunately,

unlike many other industries there's not always a very clear path in the fitness industry to help you decide what's right for you. The majority of trainers quit the industry long before they get a decent career, and that's often the result, at least in part, by lack of direction and progression. Let's take a look at what might be the key to building phenomenal direction to help you thrive and not just survive.

What do you enjoy doing?

Following your passion is probably one of the number one reasons you became a PT so don't lose sight of that! Whether you love training groups or one on one clients, or indoors or outdoors, fit clients or special needs clients, there's an amazing Personal Training career out there that's perfect for you and your passion. Start by writing down exactly what you love doing and who you love training.

You also need to take a look at what type of employment or business structure supports your passion. Do you want to wear all the hats of a small business owner? Or do you want to leave those jobs to someone else and take on a franchise like Fitness Enhancement so that you can focus on what you do best – train clients? The skills required to run a successful business can be an overwhelming thought. Think about the different roles of employees, contractors, franchisees, someone who pays rent at a Gym or trains clients outdoors! And that's not an endless list! It gets even more complex when you start hiring staff or start to think about owning your bricks and mortar facility.

Our biggest tip at Fitness Enhancement is for you to focus on a structure that will allow you to spend the most time following your passion, and one that will take care of most of the jobs and skills you can't do, or simply don't like to do. Not sure? Pick up the phone and ring a bunch of gyms and trainers to get their input! At Fitness Enhancement we're always happy to assist people in giving direction to their chosen career path, whether it be working directly for us, owning your Fitness Enhancement franchise, or discussing any of the other great career paths in the industry.

Writing down your passions is a vital first step to helping you develop your niche. Don't aim to be a "jack of all trades, master of none" trainer like so many out there. Being seen as the expert in your unique niche will not only help you get more clients, it'll help you spend more time training people and achieving the goals you're most passionate about.



“DON'T AIM TO BE A ‘JACK OF ALL TRADES, MASTER OF NONE’ TRAINER LIKE SO MANY OUT THERE.”

Research the successful businesses out there, the ones that have been going for five, 10, or even more years and have continued to not only succeed but have grown and expanded.

The fitness industry has so many different opportunities, the catch is you have to clearly know what you want, go after it, or even create it yourself. Work shouldn't be a grind. When it comes to following your passion, work needs to be enjoyable!

How much money do you realistically want to make?

In theory this question should be easy. It doesn't have the same emotion attached to it as the first one, which can also have multiple conflicting answers. It's one number, that's it. Write it down; make sure it's how much you make, not turnover. That's your net, not your gross income. The catch is you need to be somewhat realistic, don't write that you want to earn over \$100,000 a year if you only ever want to work at the Gym when you feel like it and not commit to consistently working on furthering your career, education, and profile. There are many great examples of trainers making amazing money in all different areas of our industry! But the one thing they all have in common is they've all done what 99% of trainers aren't prepared to do – be 100% committed! So how much money do you want to make based on the work you're realistically prepared to put in?

Where do you want to be in five years time?

Take a look at your role models in our industry, our industry leaders. Whether it is someone you look up to because they've built a big business with a lot of staff, or a one-person show who has built such a reputation that he/she can now charge double the average Trainer rate and pick and choose who they train. There will be someone out there that you can look to.

Some of them got to an enviable position with less than five years work, while for others it may have taken them another 10 or 20 years to get to where you see them now. The common characteristic you will find is sheer determination, but a lot of them may have been well and truly 'living the dream' after about five years of chasing it! It's also proof that no matter what obscure niche of the fitness industry you want to succeed in, the dream can become a reality! So dream big and write down where you want to be in five years time. Don't forget to take into account that your life (and even the fitness industry) may also be very different in that time frame, you may want to travel now but buy a house in five years, so while we recommend some short term goals focus, make sure you don't forget your 'big picture' dreams too!

Plan your options

A goal without a plan is just a dream. You set goals for clients and keep them accountable, so do the exact same thing for you. Start writing down a business plan and detail exactly how you're going to get to your five-year goal! Yes, the 'how' is important!

Break down your plan year by year both financially and conceptually, and for the first year break it down month by month. Explain to yourself in writing what you need to do to get where you want to be and your plan will evolve as you work on it. Many people find that simply by asking themselves the tough

questions they will learn a lot about what direction they want to head in. Once you've narrowed down your plan, run it by someone who has been in the fitness industry or the business world longer than you. Again, we're happy to chat anytime. Don't use a friend that will only tell you how amazing your plan is. Use experienced people that admire for what they have achieved. You may think your plan is great but the experienced person will be able to pick the holes in your plan. That's what you need! It's cheaper finding out sooner rather than later!

Your plan can be rough but it'll evolve over the years. But, you can't edit nothing. A rough plan in writing is a whole lot more accurate than no plan at all. As the saying goes, "If you fail to plan you can plan to fail."

Take action

We've all got a client who continues to tell you about the amazing plan they've created, down to every tiny detail to get the body of their dreams, yet continues to skip sessions and eat the wrong food! If they simply followed the plan they'd be half way there by now, but they've also got an excuse as to why they had to skip that workout or eat the wrong food. Valid excuse or not, the end result is the same. They didn't take action again and again. Don't do the same thing with your career - focus on the greater good, don't make excuses, and you'll get closer to the PT career or business of your dreams each and every day! **FP**



SCOTT HUNT

Scott Hunt is the CEO of Fitness Enhancement Personal Training which he founded in 1999 as a 19 year old. Fitness Enhancement is now the third largest Personal Training company in Australia and is across Gold Coast, Brisbane, Melbourne and Sydney and actively seeking more Studio and Mobile franchisees in all Australian cities. Scott has a Cert III and IV in Fitness, a Bachelor of Business with a Major in Sports Management and for the last three years in a row been a Young Entrepreneur of the Year finalist and Fitness Australia Gold Award winner.



A PROFESSIONAL MEMBERSHIP THAT KEEPS ON GIVING

**JOIN
TODAY!**



Professional Membership with FIAFitnation forms an important part in your development as a fitness industry professional. Our Members gain access to a range of tools and resources to assist in keeping abreast of industry changes and connecting with like-minded people.

If you already have a fitness qualification or you are well on your way to achieving one, complementing your career as a PT, exercise professional or industry player with a Professional Membership can't be any simpler. For an annual fee of \$129, you will gain access to a range of benefits including discounts, CEC activities and exclusive events. It's all happening now!

- Over 95% of our members are happy or extremely happy working in the fitness industry
- 80% of our members thought receiving CEC points for the cost of membership is worth it
- 92% of our members planned to renew their membership*

* FIAFitnation membership survey, December 2013.

CAREER FIT.

fiafitnation.com.au

☎ 1300 136 632

FIA FITNATION
FITNESS INSTITUTE AUSTRALIA

Get Happier And Healthier One Meal At A Time



SCAN HERE
FOR A FREE
PREVIEW OF
THE LATEST
ISSUE

Subscribe now at
cleaneating.com.au

For the fitness professional posture awareness is hopefully on your radar and a regular area of focus with your clients. Trish Wisbey-Roth and Nick Sinfield look at the tightness and imbalances common in our clients spines.

Any good trainer is careful with their client's form when they deadlift and perform bent over rows. After their morning session however, your clients resume their busy life. They head to the office, sit down and get caught up in the desk job that can lead to a compromise in a healthy spine. Without a trainer to correct their form, many desk hours or lengthy periods of standing can create all kinds of imbalances. Let's take a look at the physical causes of poor posture, how it can cause long-term pain and what pointers you can utilise to help create healthy spines in your clients.

Sporting a healthy spine

How to identify muscular tightness and imbalances in the back.

By Trish Wisbey-Roth and Nick Sinfield
Photos courtesy of Bounce Back Edition – The Back



By maintaining static postures for many hours at work, certain joints become less flexible and generally our deep stabilising muscles become weaker, while the long two-joint muscles become overactive and tight. This recruitment pattern of two-joint muscle overactivity (eg. hamstrings, hip flexors, lat dorsi) while other muscles are inhibited (eg. gluteals, deep back muscles, deeper abdominal muscles) affects how we perform everyday

movements and sporting activities. Pain then arises from lactic acid build-up in tense muscles due to long hours in static or repetitive positions and/or life stress.

When back pain occurs, research indicates the brain splints the painful area with muscle tightness and holds our backs rigid as a response to the subconscious fear that our backs are fragile and easily injured, when quite the opposite is true. Our backs are made to bend and are surrounded by ligaments

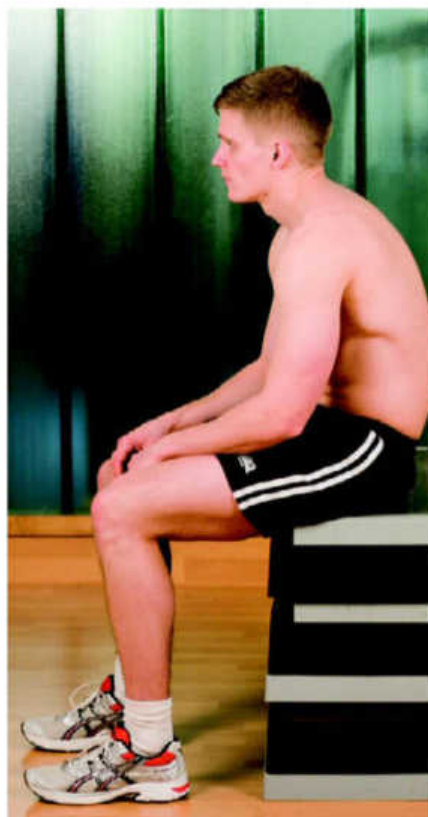
and muscles, and by not moving – as we have been designed – we go against the evolutionary processes.

As physiotherapists we know through the latest clinical research that two components are vital for all pain sufferers. Firstly, giving the right advice and education to the patient and secondly, appropriate exercise programs.

DEVELOP YOUR POSTURE AWARENESS TO EFFECTIVELY STRENGTHEN YOUR SPINE AND REDUCE MUSCLE TIGHTNESS.



Recognising your key faulty postural habits will point to specific muscular tightness and imbalances in the back. Once you have analysed your defective postural habits, there is an exercise called 'Matrix' that can be individualised to your issues.



Do you tend to slump in a chair?

This generally means your lower back is overstretched. As a result, often your hamstrings, calves, lat dorsi and upper trap muscles become overactive while your upper neck, mid-back and hip joints compensate with stiffness, causing shortening to the soft tissues and imbalances throughout the spine.

TRISH WISBEY-ROTH

Specialist sports physiotherapist, past Olympic physiotherapist, Masters of Sport Physio (AIS/UC), active rehabilitation consultant

Trish Wisbey-Roth is a skilled Australian physiotherapist with over 25 years' experience. She is a sports physiotherapy specialist in the hip and lumbo-pelvic region. Trish is involved with Australian sporting teams at the national, world championship and Olympic level.

Trish lectures nationally and internationally with emphasis on rehabilitation and effective exercise prescription for lower back, hip and spinal pain. Her ability to combine extensive clinical experience, latest research and effective exercise led her to create the BOUNCE Back system of active rehabilitation, offered nationally through selected physiotherapy practices. Visit www.bouncebackexercises.com.au

NICK SINFIELD

Clinical director Therapy Programmes Limited

Nick Sinfield has many years' experience working as a chartered physiotherapist in the UK, New Zealand and Australia and realised the urgent need for easy-to-use, practical back pain information based on current research. Nick has shared his expert advice on BBC Breakfast, BBC radio and in the UK National Press. He is the author of *The Back Pain Personal Health Plan*, is a regular contributor to the UK National Charity BackCare and supplies exercise programs to the National Health Service (NHS).

Many other helpful posture-specific stretching and strengthening exercises can be found in detail in the *Bounce Back Edition: The Back Pain Personal Health Plan* by Trish Wisbey-Roth and Nick Sinfield. Visit www.findbounceback.com



SHOULDER BLADE POSITIONING POSTURE AWARENESS

This postural awareness exercise will help to balance your neck and shoulder blade muscles in the best position. Sit in front of a mirror with your weight evenly balanced on both sides of your buttocks, knees bent and feet approximately in line with your knees. Rest your hands comfortably in your lap. Now, compare the posture of the painful side of your neck, shoulder or upper back to your non-painful side.

Identify your faulty posture from the three options below then try the corresponding exercise designed to remedy the fault. Hold for 10 seconds with 5-10 reps, building to two sets of 10 reps, holding for 20 seconds each rep.

Faulty posture: shoulder on painful side sitting too far forward.

+ REMEDY: Keeping your arm relaxed, gently draw your shoulder blades together so that your shoulder moves just a few millimetres backward. Keep muscles between your neck and the top of your shoulders relaxed.

Faulty posture: shoulder on painful side sitting too low.

+ REMEDY: Gently draw the tip of your shoulder up toward your ear just a few millimetres. Make sure that the muscles at the front of your neck and shoulders remain relaxed. The point of your shoulder should only lift toward your ear but not forward.

Faulty posture: shoulder on painful side sitting too high.

+ REMEDY: Gently draw your shoulder blade down and back just a few millimetres toward your opposite hip. Make sure the muscles at the front of your neck and shoulder remain relaxed. The point of your shoulder should only move down toward your hip, not forward.

It's possible that you may have a combination of the above faulty postures, so combine the two tips for an efficient postural solution to start you on the path to less neck and upper back pain.



STANDING POSTURE

To determine whether your standing posture needs to be adjusted, stand in front of a full-length mirror. Stand sideways and place your hands on your hip bones. Now, imagine your pelvis were a bowl of water and feel the position of your hip bones. Are you tipping the 'bowl' forward or backward, or are you holding it level? For ideal posture, you want to focus on keeping the imaginary bowl of water level. Focus on making slight postural adjustments until you achieve this effect. Take a mental snapshot of how this looks and feels to hold the posture.



Next, look at the way you hold your head and neck. Make sure your chin is tucked in slightly towards your chest so that your neck is lengthened slightly. If your chin or head juts forward, gently pull yourself into alignment.

And finally, develop an awareness of whether you tend to favour one leg or another when you stand – or is your weight on your toes or heels? If there is an imbalance in the way you distribute weight on your legs, make sure you change your weight-bearing leg regularly.

SOME EXERCISES TO BUILD POSTURAL AWARENESS.



Training pelvic tilt to unload the lower back

AIM: Find the best position for your lower back with minimal discomfort and stress.

ACTION: Place your hands on the bones of your pelvis at the front. Firstly, tilt your pelvis one way and then the other by imagining your pelvis is a bowl of water and you are tipping water out of the front and then the back. As you do this, your tailbone will come off the floor slightly and then flatten onto the floor. Repeat 3-4 times then find the point in the middle where discomfort in your spine is at its minimum; we will call this the 'sweet spot'. Repeat this process to become accustomed to finding the ideal spinal posture for standing, sitting and strength tasks.

Resisted legs kick-backs

AIM: To teach the buttocks and lower limb muscles to activate when they are shortening and lengthening. This is vital for many sports and physical activities such as running.

STARTING POSITION: Kneel on all fours on a mat with a piece of exercise band (with a loop tied at both ends) around the heel of one foot and hold onto the other end with one hand. Make sure to position your spine in the 'sweet spot'.

ACTION: Activate deep stabilising muscles. Straighten the leg with the exercise band out behind, aiming to get your back hip and leg in a straight line, parallel to the ground.

POSTURAL CHANGES TAKE TIME TO CHANGE THE BRAIN'S AUTOMATIC SOFTWARE PROGRAM.



Improving your posture through specifically designed exercises individualised to your issues is key to eliminating soft tissue imbalance and resulting pain. As part of your health and fitness program, commit to achieving these postural corrections. Be patient; automatic postures can take many weeks to start feeling normal and time is needed to build muscle endurance. **UFM**



Versaclimbing at Rise Nation

Soul Cycle, TheRUN, Rise Nation, AMT Team—



Treadmill class at TheRUN

DREAM MACHINES

the look of **GROUP EXERCISE** is changing

By Patricia Glynn

Machine-based cardiovascular workouts—e.g., running on a treadmill—have long been a solitary, solo sort of affair. Now, however, club members no longer need to go it alone.

Today, the equipment on your cardio floor is muscling its way into the group fitness studio. This relatively new phenomena is enticing clients to sweat more and giving clubs a significant upgrade in terms of retention and secondary revenue.

The way you offer group fitness might never be the same again.

New roles for machines

First, there were the bikes.

Group cycling, now nearly three decades old, is still going strong, and seems to be unstoppable. In fact, wheels are spinning feverishly, not only in traditional clubs, but also in facilities dedicated to the practice. For instance, Soul Cycle, based in New York City, has more than 40 studios across the U.S., staging classes that

are consistently sold out, and is planning to expand in Europe.

Given this, the question many in the industry are asking is: If bikes can do it, why not other types of equipment, too?

As a result, manufacturers, club owners and operators, and fitness professionals are all looking at equipment in an entirely new way, and weighing the promising possibilities.

Treadmills are, perhaps, the front-runners in this growing trend. Crunch Fitness, the ever-entertainment-minded, New York-based brand, offers sessions such as Tread N' Shed and Runway, both of which utilize treadmills. And Orangetheory Fitness, the Fort Lauderdale, Florida-based fitness franchise, features a 60-minute workout that employs treadmill-based intervals. ▶



Mile High Run Club founder Debora Warner

“People want to train smarter. And harder,” points out Debora Warner, the founder and program director of the Mile High Run Club (MHRC), a 4,000-square-foot boutique treadmill studio in New York City. “They’re eager for better results, and these classes deliver them.” Her facility, open seven days a week from as early as 6 a.m. until as late as 9 p.m., offers classes such as Dash28.

The 45-to-60-minute classes cost \$34 each.

Warner is a former instructor for Equinox, the Manhattan-based chain that offers its own take on group treadmill classes as part of its Precision Running program, and which, coincidentally, also operates Soul Cycle.

For Warner, machine-centric group workouts are definitely not a *passing* trend. “There’s great potential here to equal the success of group cycling,” she contends. “The music, the lights, the group dynamic, the accountability, and the coach who guides and inspires you—they make this a compelling option with definite staying power.”

It also appeals to a wide demographic. “We’re attracting beginners, as well as the advanced, elite, competitive runners,” she explains. “There are far more indoor runners than indoor cyclists, and treadmills are actually the No. 1 most popular type of cardio equipment.”

MHRC makes use of 30 treadmills provided by Woodway USA, and, Warner reports, “They’re in a league all their own—built like a tank.”

At TheRUN, another treadmill-focused New York studio, Technogym is the manufacturer of choice; 20 Excite treadmills line a mirror-filled studio, providing outings that, lasting 45 minutes to two hours, also start at \$34. This offering, inspired, in part, by Soul Cycle, is the result of a collaboration between Technogym and John Henwood, a former Olympian.

“The partnership is a mutually beneficial arrangement,” says Isabel Coscia, Technogym’s vice president of marketing for North America. “John really brings our treadmills to life. He was given unique access to our Mywellness open platform, and worked with us to program and customize the treadmills using his own special algorithm.”

“It wouldn’t surprise us if treadmill-based group workouts and studios become exponentially popular in the months and years to come.”

“Group fitness is one of the biggest trends going, and machine-based, group exercise programs are filling a real void in the industry. These unique, boutique-style classes are a great way for clubs to provide members with what they want—an experience that’s going to keep them coming back again and again.”

New uses for equipment

There aren’t many cardio equipment companies, or eager industry entrepreneurs, who aren’t eyeing the upside potential of machine-based group classes. A short list of the current players includes Heart Rate, Inc., the manufacturer of

the Versaclimber; Precor International, with its Adaptive Motion Trainer (AMT); Octane Fitness, with its elliptical trainers; and IndoorWalking, with its specialized crosstrainers. And the manufacturers of rowers have long understood the appeal of classes, challenges, and contests. ▶



Mile High Run Club sessions in action

Jason Walsh is convinced that equipment/group programs are the fitness industry development to watch. He's the founder of Rise Nation, a 3,000-square-foot, nightclub-like boutique studio in West Hollywood, California, where 31 Versaclimbers—a full-body, vertical climbing machine—

are the main attraction.

Clients pay \$26 for a 30-minute class, but can also purchase an unlimited-use monthly pass for \$199.

"I wouldn't have opened this facility if I didn't think it had the potential to revolutionize the cardio sector," he explains. "I

developed it because, when I looked around, I felt there was a huge need for it. I felt it just made sense." Initially, Walsh hadn't planned to make use of a classroom setting, but, he explains, "When I put pen to paper, and started to construct the concept, I was confident I'd come upon something that

was truly amazing. Now, I can't explain how genuinely excited I am about this.

"They love the energy, they love grinding it out with their peers," he continues. "Sure, you can put on headphones and use the equipment on your own, but classes like this give you a chance to meet and talk to people, to share the experience. You're in it together, pushing, pulsing with the music, and getting fired up by the instructor."

If they haven't already, traditional clubs should explore the concept, he suggests. "These workouts tap into different markets," he points out. "Group fitness has been around forever and appeals to a large number of people, but this goes beyond that. These classes appeal to an even broader demographic, and can lure in a larger, more varied population."

RiseNation founder Jason Walsh



MACHINES GO VIRTUAL!

It's a technology-based—rather than machine-based—approach to group exercise, but, like Soul Cycle, TheRUN, and other equipment-oriented offerings, the virtual fitness products provided by companies such as Fitness on Demand and Wexer Virtual ... are exploring all of the possibilities.

These and other firms already offer a wide variety of group-ex programs, and, increasingly, seem inclined to add the new options to their menus. Virtual technology and standard exercise machines seem a promising pair, and for good reason. As with more standard fare, e.g., aerobics and yoga, virtual systems can air classes at any time, increasing utilization and maximizing space

efficiency, without requiring additional staff.

"Virtual classes are finding their niche," observes Garrett Marshall, the director of Fitness on Demand. "They're no longer just a secondary resource. They're a tool to optimize the flow of the supply-and-demand equation."

Paul Bowman, the CEO of Wexer Virtual, concurs. "We're killing dead studio space by using the studio downtime that, in the case of most clubs, runs 70%–80% studio downtime." He notes that virtual instruction also seems to accrue to the benefit of live classes. "An increasing number of clubs are reporting a rise of more than 10% in attendance



in their regular classes following implementation of virtual programming. They coexist together very well."

The same seems likely to prove true for the screen/machine pairing.

Even if your group fitness program is doing well today, Marshall and Bowman are convinced it could do better. **FP**

WHAT CAN I DO TO HELP MY TRAINERS UNDERSTAND THE IMPORTANT ROLE THEY PLAY IN IMPROVING THE CLUB'S MEMBER RETENTION LEVEL?



I firmly believe that whatever takes place in a club is a reflection of the company and its management. Policies, procedures, performance standards – all should be based on the company's mission statement and represent its core values.

If you have a mission statement, revisit it, and if you don't, draft and fine-tune one. This statement should provide an explanation of what the club does, a description of the company's culture, and real-life examples of how it's demonstrated on a daily basis. It should also enumerate the firm's core values, explaining how they're employed to obtain the desired results for members, staff, suppliers and, of course, the business itself.

The critical objective of maximising membership retention should be clearly stated.

During the interview and hiring process, trainers should be informed about the mission statement and, specifically, about their role in retention. Their responsibilities should be clearly set forth in the job description, and they should indicate that they understand and agree with all of the requirements before signing a contract.

Their responsibilities and obligations should be discussed and stressed during the post-hire orientation process. Thereafter, communicate with trainers on a regular basis, and if needed, refer back to the mission statement and the club's policies and procedures concerning retention.

Remember that trainers can only be successful with clear direction from the company and its management team, and when provided with the means and tools required to accomplish what's expected of them.

FRED HOFFMAN, M.ED.
OWNER
FITNESS RESOURCES
PARIS, FRANCE



Personal trainers must understand, first, why the retention of club members is so important, second, what the club's retention-level goal is and, finally, how achieving high retention numbers will improve their training business.

It costs approximately three to five times more to obtain a new club member – due to advertising and marketing expenses and sales team compensation – than it does to retain a member. So holding on to clients adds money to the club's bottom line.

The extra profit produced by improved retention can underwrite growth and promotion initiatives for the club, higher compensation and bonuses, or the purchase of new fitness equipment for the trainers to use with their customers.

Trainers need regular feedback to do their best. Send an online survey to members who've worked with a particular trainer, solicit their feedback, and share the favourable responses with the trainer. Use the unfavourable replies to create training tracks to improve service.

Trainers also need to recognise that the scope of their business extends beyond their own clients. They need to service not only those individuals, but all of the club's members as well, some of whom will become their future customers. Offering consultations and seminars to the general membership will lead to higher retention numbers. To incentivise trainers, reward them with bonuses for recruiting first-time clients.

Keep your trainers engaged in all of the club's activities, and let them know about the positive impact they're having on your business and retention will grow. **FP**

SCOTT LEWANDOWSKI
REGIONAL DIRECTOR
FITNESS FORMULA CLUBS
CHICAGO, ILLINOIS

OCCUPATIONAL

PERSONAL TRAINERS (PTAS) ARE SEEKING MBA SMARTS TO WIN IN COMPETITIVE TIMES

By Julie King

PERSONAL TRAINING HAS BECOME INCREASINGLY COMPETITIVE. Today, as a result, trainers need more than just strong technical hands-on skills. They also need to be effective businesspeople.

To succeed in their chosen career, they clearly have to be able to deliver effective workouts, but, to thrive, they must also be able to communicate well, possess sales and marketing expertise, and keep abreast of emerging fitness technologies.

The competition is coming at the individual instructor from so many directions, and in so many forms, that it can seem overwhelming. The number of trainers in the U.S. has increased by 60% over the past 10 years. There's been an explosion of specialty certifications, boot camps, boutique studios, and online offerings. The types of modalities have increased: We now have, among others, one-on-one, partner sessions, and small-group training.

"Fitness apps, wearables, and watches have introduced an entirely new form of competition," notes Angie Pattengale, the director of certification for the National Federation of Professional Trainers (NFPT), based in Lafayette, Indiana. "So it's more important than ever that trainers be able to demonstrate the value of their personal service."

At the same time, health clubs are demanding that

training services be more profitable; better-educated clients with infinite options exact higher expectations; and the medical and healthcare sectors offer new employment opportunities that require greater sophistication.

Business acumen is quickly becoming a basic job requirement for trainers.

"All personal trainers are, in effect, running small businesses," observes Justin Price, the creator of the BioMechanics Method Corrective Exercise Specialist certification program, offered by the San Diego-based American Council on Exercise (ACE). "They must possess business skills to build professional credibility, attract new clients, develop rapport and communicate effectively with current clients, and generate revenue. Trainers who don't recognize the importance of developing their business skills aren't going to reach their full potential."

Fortunately, there's a large and growing body of worthwhile resources, including professional colleagues; mentors and coaches; fitness education, certification, and trade organizations; online courses and Webinars; professional tools; and general business courses and workshops. All of them can help trainers to become more business-savvy and advance their careers, whether they work in a club or in their own studio.

ADVANCE



Improving one's game

In some ways, a trainer's passion for what they do interferes with their acquiring new business skills. Trainers tend to gravitate, instinctively, to hands-on work with clients, and fitness education and certification programs have tended to focus on these practical, science-based skills.

"The delivery of safe, effective, personal training services isn't contingent upon business skills," explains Michael Iserman, M.Ed., the director of certification for the National Exercise Trainers Association (NETA), of Minneapolis, Minnesota. "As a result, personal training exams rarely address business-related knowledge and competency."

But, the experts agree, personal trainers who lack business savvy can unintentionally hamstring their careers. "Trainers get into this business because they love to help people succeed, but many wind up having to close their doors because they fail to acquire make-or-break business skills," points out Kathie Davis, the executive director of the IDEA Health and Fitness Association, based in San Diego.

"Business skill development goes hand-in-hand with technical training ability; both are critical and one isn't more important than the other," says Douglas Brooks, MS, an exercise

physiologist, education director for several fitness-product companies, and IDEA's 2014 Personal Trainer of the Year.

After opening several studios, "The light bulb went off regarding the difference between training at the one-on-one level and running a business," Brooks recalls. "Today, there's no excuse for trainers *not* to methodically develop their business skills, as history, technology, and time-proven templates all argue that business sophistication leads to business success."

"We need to continue to advise trainers that there's more to being successful than just good workouts, and demonstrate the value of developing business skills," concurs Anthony J. Wall, the director of professional education for ACE.

Annie Malaythong can attest to the validity of their argument on the basis of personal experience. "Most fitness professionals enjoy helping others," says Malaythong, a National Academy of Sports Medicine (NASM) Master Instructor, and the owner of Fitness Studio 108, in Johns Creek, Georgia. "But I realized that, when I invested in my business education, I was able to make a greater impact. Now I have a team that believes that, together, we can change the world."

"It's critical that trainers constantly upgrade their knowledge, skills, and abilities—just to remain relevant in the fitness industry, let alone get ahead of the competition," says Iserman.

Business basics

The business skills that are regarded as critical by the authorities that CBI consulted include:

- **Communication:** Trainers must master active listening, and be able to offer empathy, rapport, and motivation.
- **Sales:** "The first step toward financial success is to accept and embrace the reality that sales are inseparable from personal training," posits Iserman. Nick Clayton, MS, MBA, and the personal training program manager for the National Strength and Conditioning Association (NSCA), elaborates: "Sales involves the ability to listen, to identify a potential client's pain points, to present a

solution, and to ask for a close."

- **Marketing:** This component encompasses social media, networking, sharing client results, and cultivating referrals. "You can be a genius at your craft, but if no one knows it, you'll only go so far," says Malaythong.

- **Technology aptitude:** Today, trainers must be familiar with and able to utilize a wide range of technologies, including exercise and nutrition tracking programs, a vast number of apps, wearable fitness tracking devices, etc.

- **Essentials for entrepreneurs:** Trainers interested in opening a facility will need to know about such things as accounting, business plan development, real estate, local codes and laws ... or hire professionals who do.

Pursuing a PT MBA

Industry-specific conferences, conventions, and on- and off-line courses, tutorials, and tools provide a wealth of opportunity for personal trainers to approximate an MBA. IHRSA's annual convention and trade show invariably includes a variety of business-related presentations, workshops, and seminars, as does IDEA's World Fitness Convention and Personal Trainer Institute. NSCA featured a preconference workshop and an entire track on business development at its 2015 Personal Trainer's Conference, and NETA offers "Prospecting for Clients: Building Your Personal Training Business" at its Fit Fest events.

Online courses and Webinars are offered by these and other organizations, some of which partner with education providers that specialize in business topics. Home studies, such as NETA's "How to Make More Money in the Fitness Industry," along with DVDs, facilitate remote learning.

Some business workshops and courses provide continuing education credits (CECs), but acquiring new expertise, rather than credits, is the point. "Continuing education relates to the betterment of the individual in their profession, and growth within

a skill set, which can encompass many different disciplines," notes Pattengale. "But a trainer shouldn't be concerned, necessarily, about whether a course on client communications confers CECs."

A number of organizations have developed tools and resources that are also valuable. ACE's online client-management system allows trainers to manage their schedules and communicate with clients. IDEA's Fitness Connect platform connects fitness professionals with potential clients, and includes client motivation and retention tools, such as a customer relationship management (CRM) system, a customized newsletter, automated social media posts, and a blog template.

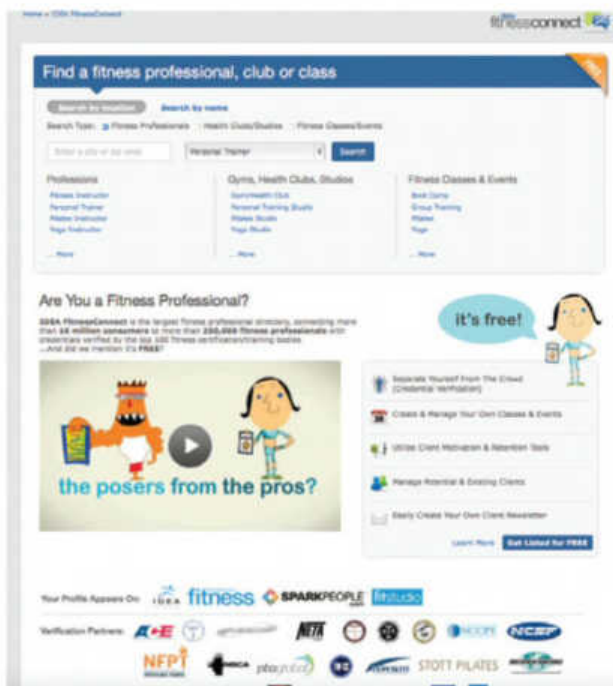
NSCA publishes the *Personal Trainer's Quarterly*, which covers business subjects, and is now preparing a Business 101 series that will explore business fundamentals through case studies. And NASM has a chapter on "Developing a Successful Personal Training Business" in its *NASM Essentials of Personal Fitness Training* textbook.

Non-industry-specific sources can also prove helpful in elevating the business learning curve. "I'm a big believer in learning from outside organizations and tapping into writers such as Jeffrey Gitomer (*The Little Red Book of Selling*), Simon Sinek (*Start with Why*), and Malcolm Gladwell (*Outliers*)," notes Michele Melkersen-Granryd, M.Ed., the general manager of BodyBusiness Health Club and Spa, in Austin, Texas, and a presenter at IHRSA 2015.



“ALL PERSONAL TRAINERS ARE, IN EFFECT, RUNNING SMALL BUSINESSES. THEY MUST POSSESS BUSINESS SKILLS TO BUILD PROFESSIONAL CREDIBILITY, ATTRACT NEW CLIENTS, DEVELOP RAPPORT AND COMMUNICATE EFFECTIVELY WITH CURRENT CLIENTS, AND GENERATE REVENUE.”

—JUSTIN PRICE



Kelly Whalen, the fitness director at the Maryland Athletic Club, Harbor East, in Baltimore, Maryland, suggests books such as Jim Collins' *From Good to Great*, and *Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant* by W. Chan Kim and Renee Mauborgne.

Business smarts can be easily sourced at local colleges and through the Small Business Association (SBA). “Local events hosted by colleges and the SBA provide invaluable education, and also open the door to mentoring and networking opportunities,” points out Clayton.

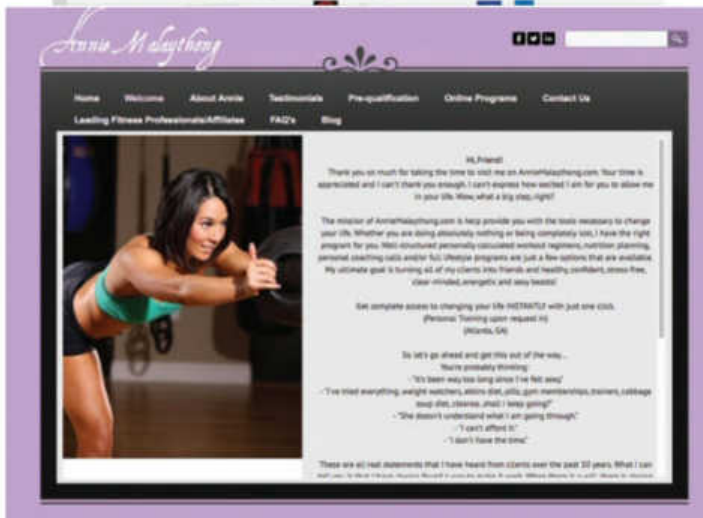
Mentors and life coaches can provide real-life-based guidance, notes Tim Keightley, the owner and president of the Dallas-based Keightley Enterprises, Inc., and an IHRSA '15 presenter. “One of my clients was a CEO who allowed me to shadow him and ask questions over a period of many months,” he relates. “The experience was really enlightening and changed my perspective on the critical relationship between fitness and business.”

Whalen reports that she worked with a life coach for two years, a process that, she says, took her from “average to excellent” by transforming her into a successful *businessperson*.

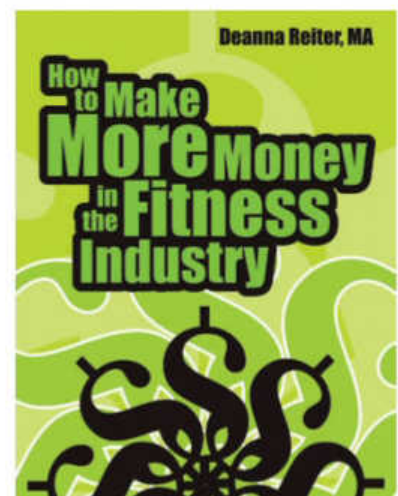
Trainers who work independently should, at the very least, hire an attorney and an accountant, suggests Joanne Blackerby, a fitness industry veteran, author, educator, and the owner of Spirit Fitness, in Austin, Texas. She learned the hard way when she opened her own studio. “Unless you have a business background, you’re going to need help,” she insists. “Doing it on my own, I wasted time, money, and energy. Now I leave much of the business side to professionals I can rely on for guidance and business planning.”

“The trainers who understand that developing their business skills is just as important as honing their science and movement skills are going to be 10 steps ahead of all the others,” predicts Davis. **FP**

– Julie King, julie.king1@comcast.net



Tools of the trade: IDEA's online Fitness Connect, top; Annie Malaythong's Facebook page, left; a NETA publication, right



GOING BEYOND

PERSONAL TRAINING

By Paul Timms



IN THE FIRST COUPLE OF YEARS AS A FITNESS PROFESSIONAL, YOUR FOCUS WILL BE ON GETTING ESTABLISHED, CONSOLIDATING YOUR KNOWLEDGE AND GAINING FURTHER PRACTICAL SKILLS AND SPECIALISATIONS. At

some point, every fitness professional will begin to explore other opportunities and possibilities that will set them apart from the rest. Looking at the current industry leaders, you will see a group of people who were prepared to think outside the box years ago and stay focused on their vision to build themselves and their businesses into inspiring and influential players in the market.

I entered the fitness industry part time in 1996. I was living in a mining town in outback Queensland and hanging out for the next issue of UltraFit magazine (now Fitness Pro magazine) for some inspiration and training advice. There was no internet, no gym and no personal trainers (PTs)! It was UltraFit that got me into the industry, and ultimately enabled start, build and sell a number of fitness businesses in the past 15 years.

The amazing thing about our industry is that like me, virtually all the major heavyweights including people like Nigel Champion, Jamie Hayes and Diana Williams started out as part time group fitness

instructors for little or virtually no money. They did it for the passion, to make a difference and to have some fun. So next time you see one of these industry heavyweights wearing a suit, imagine them 25 years ago doing a grapevine/easy walk combo in Lycra!

The fitness industry now has over 50,000 fitness professionals and as one of the crowd, it can be a challenge to stand out. While the industry is now mature, there are a number of emerging trends and

“THE FITNESS INDUSTRY NOW HAS OVER 50,000 FITNESS PROFESSIONALS AND AS ONE OF THE CROWD, IT CAN BE A CHALLENGE TO STAND OUT.”

opportunities that exist for people who can think outside the box. Some of the most exciting opportunities for fitness now exist for a fitness professional to expand into speaking, education and coaching.

How to expand into professional speaking

As a fitness professional, you are on the front line dealing with people where you can gain skills in helping people to set goals. You can reach larger groups of people through professional speaking.

Some of Australia's leading and most well respected professional speakers including, Matt Church, Andrew May and Amanda Gore, started their careers in the health and fitness industry. Over the years, these guys have worked hard on their craft to become the best in the industry and command up to \$25,000 per speaking engagement. While

the money is great, I know that each of these people take more satisfaction in knowing that they are impacting the lives of many thousands of people every year through their keynote, corporate and conference speaking engagements.

An easy way to get started as a professional speaker is to take a look at your list of current clients. Find out what they do for a living, what company they work for and their role in the business. A simple way to start is to send an email out to your list and ask whether any of your clients would like you to deliver a presentation on how

to be fit, lose weight and get healthy.

As a Professional Speaker, you can rapidly build your profile and your income. Early in my career I had a small PT studio (exactly 65 m2) and around 50 clients. Using this approach, I secured ongoing corporate fitness contracts worth well over \$100,000 in the first year alone. This gave us the funding and momentum to open an additional four PT Studios.

I suggest that you take the time to design some signature presentations. Your style can be educational, motivational

or inspirational. Once you have developed a simple 30 - 45 minute presentation, you can start out by presenting locally at the regular business and community events happening every week. Offer to speak at schools, local workplaces and other networking events as an easy way to get started.

This career pathway could lead you to present at events, meetings and conferences around Australia and overseas. Once you have established your presentations and your speaker's kit, you can build an entire business model around your professional speaking.





Can you move into education and training?

The boom in the fitness industry and PT in the past 10 years has also lead to a massive boom in field of fitness education. There are over 100 providers of fitness educational courses now including over 60 TAFE colleges and a few very well known and high profiles players in the market. This market sector has been pushed along by the availability of government loans and other initiatives designed to drive further employment opportunities.

As a fitness professional, part of your role is to be an educator. In the first phase of your relationship with a client, you are taking on the role of a teacher. You spend the time explaining, showing and teaching your clients the correct technique and provide information about nutrition where it is needed. Experienced fitness professionals

make great educators, so it makes sense that at some point you will consider teaching others the knowledge and skills needed to be an effective PT. Many training organisations provide the opportunity for you to work with them in a structured or informal way as a course presenter, trainer or mentor for their students.

As we grew our business to multiple studios, we found ourselves doing a lot of training with newly graduated students. While they develop a good foundation of knowledge from the course, every trainer needs additional on the job, real world training when they get started. Gradually we began to provide more and more mentoring to the point when we realised that our demand for this mentoring program was greater than the demand for our fitness programs!

Photo: Shutterstock.com

Should you expand your business to include life coaching?

The professional coaching industry is currently unregulated in Australia and includes a broad spectrum of people, products and services. The industry itself mostly consists of self employed operators using a business model similar to a self employed PT. They are generating leads, completing initial goal setting sessions and undertaking regular ongoing sessions to help them achieve their goals. In many ways, this industry is lagging behind the fitness industry with coaches selling packs of 4 or 10 sessions with the majority of operators being untrained, uninsured and unprofessional.

Any fitness professional that has been working for more than three months knows that in the end, the client's results are connected to their mindset in a

big way. Until recently, the approach as been to "instruct" clients on what to "do". The training courses are designed around this approach as the industry started out being based on a group of Gym Instructors and Aerobics Instructors. The next big thing in the fitness industry is the ongoing shift from instructing and telling, to coaching and facilitating. This is an exciting opportunity for those who choose to move now, and I believe just as

significant as the emergence of Personal Training 15 years ago. When I surveyed the fitness industry in 1999 there were just 112 PTs. That included industry legends like Justin Tamsett, Craig Harper, Andrew Simmons, Geoff Jowett and Travis Bell, to name a few. Every one of these guys and others are now Speakers, Trainers and Coaches. If you want to make a long term, life changing impact on people, become a coach now.

FP



PAUL TIMMS

Paul Timms is a successful Entrepreneur, Professional Speaker and Business Coach. Over the past 14 years, Paul has worked started and built over 10 successful businesses, spoken to over 1000 audience and coached hundreds of business owners.

www.paultimms.com.



LES MILLS INTRODUCES VIRTUAL

AFTER TWO YEARS
OF PROVEN GLOBAL
MARKET SUCCESS
LES MILLS ASIA
PACIFIC INTRODUCE
LES MILLS VIRTUAL.

**LES MILLS ASIA PACIFIC
HAS LAUNCHED LES
MILLS VIRTUAL IN
OCTOBER 2015!** The same
programs participants know
and love are now available to
play digitally in your facility,
providing participants with
a pre-choreographed group
exercise fix at any time of the
day or night.

WHY MOVE INTO THE VIRTUAL SPACE?

✓ **Attract new members**

Boost attendance and retention by giving your members access to motivational exercise more often.

✓ **Increase live classes numbers**

Allow new participants to gain confidence and learn the moves before stepping into live classes. Consumer research shows that new attendees felt more confident attending a live class after practising in a Virtual environment, resulting in increased live class attendance.

✓ **A jam packed timetable**

Les Mills Virtual means facilities can extend class schedules into shoulder and off peak hours, maintaining participants motivation and engaging even more people with the Les Mills experience.

✓ **Studio Utilisation**

Why limit your business by a group fitness timetable that spans just a few hours a day – you can now maximise your studio space by offering the world's best group fitness workouts around the clock.

✓ **Provide a world class product**

Fitness facilities across the globe already use Virtual classes to cater to a changing demographic. You can provide world class Virtual classes making more people fall in love with fitness!

For more information on Les Mills Virtual
visit www.lesmills.com.au/virtual | email myclub@lesmills.com.au | Phone 02 6282 8192

Subscribe to *Fitness PRO* today and WIN! >>>

Like what you've been reading? Then subscribe to Fitness PRO magazine today for \$49.95 and have the latest in technical, practical and cutting-edge fitness features from Australia and around the world delivered to your doorstep for a year!



Fitness PRO magazine is for everyone who lives and breathes fitness, including gym management, personal trainers, sports coaches and enthusiasts. By including the latest exercise science, equipment, business and industry news from around the globe, *Fitness PRO* is the magazine that keeps you in the know!

PLUS, BY BECOMING A *FITNESS PRO* SUBSCRIBER, YOU'LL MAKE SURE YOU:



GET IT FIRST – Your magazine will be delivered to your doorstep every issue before it hits newsstands.



SAVE – By subscribing today, you'll save more than 26 per cent compared with the newsstand price.



GUARD AGAINST PRICE INCREASES – Becoming one of our valued subscribers means you can lock your low subscription rate in for as long as you stay a subscriber.



NEVER MISS AN ISSUE – By subscribing, you're guaranteed to never miss out on the latest and greatest in fitness content from Australia and around the world.



PLUS IF YOU SUBSCRIBE THIS MONTH, YOU'LL GO IN THE DRAW TO WIN **ONE OF SIX PAIRS OF X2 JAYBIRD BLUETOOTH BUDS**

(VALUED AT \$239.99 EACH) | Hurry, offer ends 15th January 2016





JAYBIRD X2

Jaybird

WIN!

ONE OF SIX
JAYBIRD X2s
VALUED AT \$239.99 EACH

Introducing X2 by Jaybird. The micro-sized sweat-proof sport Bluetooth buds delivering superior audio performance (music & calls), rivalling the best in wired headphones. Patented SecureFit™ for ultra comfort, ready for anything you can dish out on the trail, in the

gym or on the slopes. Breakthrough super-capacity BatteryHD™ technology gives Jaybird's X2 a solid 8 hours of playtime, offering a full week of workouts, or a full day of listening. Use your music device anywhere on your body, SignalPlus™ gives you skip-free

music outdoors, and incredible range indoors. Experience X2, the perfection of wireless sound.

RRP: \$239.99

OR Visit www.Jaybirdsport.com

Subscribe today in one of four easy ways:



Call 1300 80 75 80

Monday to Friday 9am-6pm AEST



Complete the payment form below and

post to *Fitness PRO* magazine, PO Box 880, Newport, NSW 2106



Scan and email

the completed payment form below to
admin@fitmedia.com.au



Fax the completed payment form below to
Readers' Services on **07 5302 6463**

Please quote the code: **FIT0116**

SUBSCRIBE NOW

☐ YES! I'd like to subscribe to *Fitness PRO* magazine for only \$49.95 (saving 26 per cent) and **go into the draw to win one of six pairs of Jaybird Bluetooth X2 Buds valued at \$239.99 each.**

☐ YES! I'd like to subscribe for two years for only \$99.95, guaranteeing this great rate and **still be in the draw to win one of six pairs of Jaybird X2 Bluetooth Buds valued at \$239.99 each.**

☐ YES! I'd like to buy my friend a one-year subscription to *Fitness PRO* magazine for only \$49.95 and **still be in the draw to win one of six pairs of Jaybird X2 Bluetooth Buds valued at \$239.99 each.**

MY DETAILS (block letters please)

Mr/Mrs/Miss/Ms _____

Address _____ Suburb _____

State _____ Postcode _____

Phone _____

Email _____

PAYMENT DETAILS

Please charge my:

☐ Visa ☐ Bankcard ☐ Mastercard

Card No:

Expiry date _____

Cardholder name _____

Cardholder signature _____

☐ I do not wish to receive any promotional material.

Guarantee: If at any time, for any reason, you are not completely satisfied with your subscription, you may cancel and receive a full refund on all unsent issues. Return this form today to enter all draws and start your subscription with the next issue!

Post to *Fitness PRO* magazine,
PO Box 880, Newport, NSW 2106

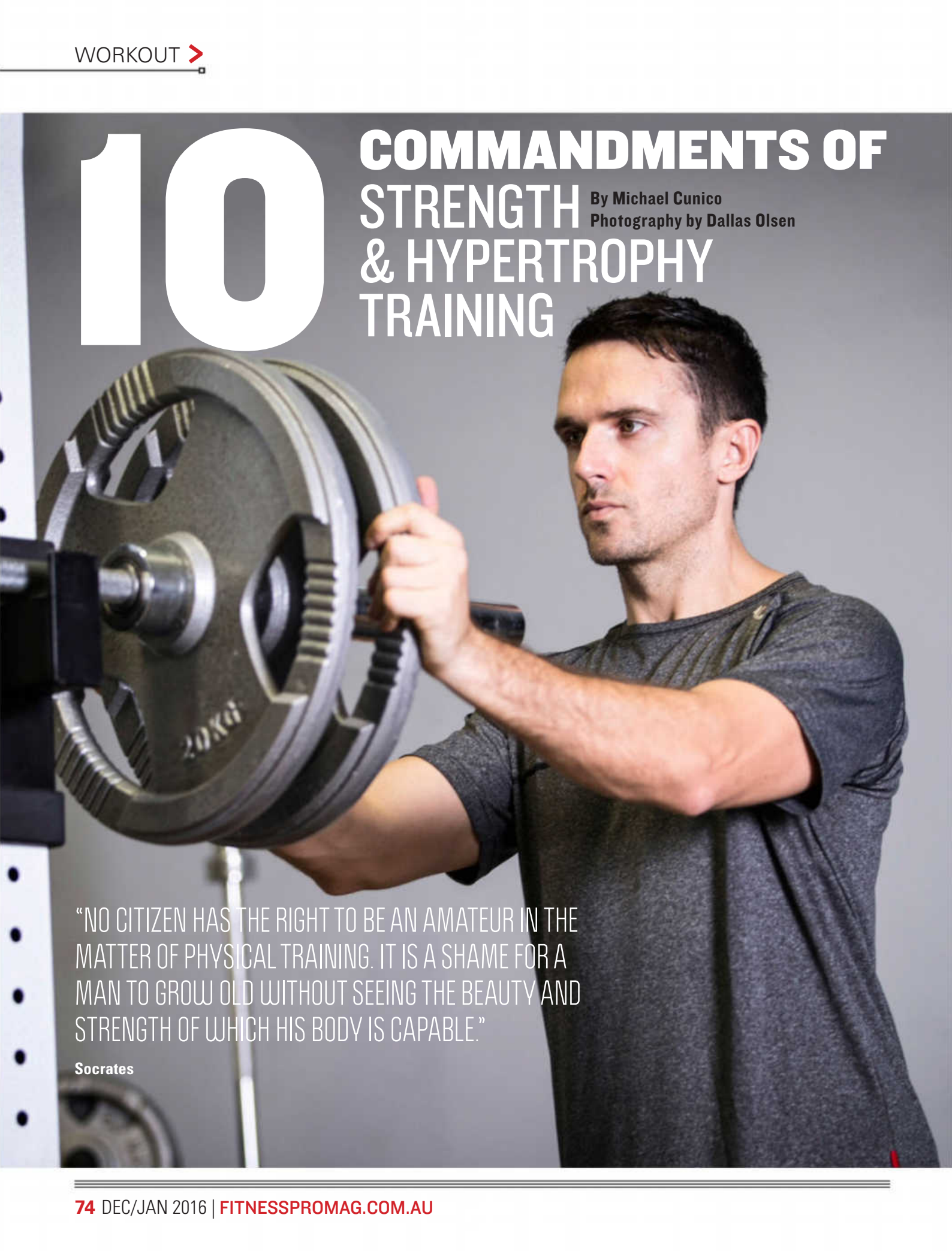
HURRY, OFFER ENDS 15TH JANUARY 2016

10

COMMANDMENTS OF STRENGTH & HYPERTROPHY TRAINING

By Michael Cunico

Photography by Dallas Olsen

A man with short dark hair, wearing a grey t-shirt, is shown from the waist up, performing a bicep curl. He is holding a large, dark grey weight plate with both hands, lifting it towards his chest. The background is a plain, light grey wall. The lighting is bright, highlighting the man's physique and the texture of the weight plate.

"NO CITIZEN HAS THE RIGHT TO BE AN AMATEUR IN THE
MATTER OF PHYSICAL TRAINING. IT IS A SHAME FOR A
MAN TO GROW OLD WITHOUT SEEING THE BEAUTY AND
STRENGTH OF WHICH HIS BODY IS CAPABLE."

Socrates

1

WHILE NOT ENTIRELY POLITICALLY CORRECT, SOCRATES' WELL KNOWN QUOTE ON TRAINING IS RELEVANT TODAY MORE THAN EVER.

The conveniences that have brought everything, literally to our fingertips, are also ensuring a vast majority of people are not approaching anywhere near their physical potential. While a very finite percentage of people will reach the very peak of physicality (you might have to blame your parents for that one), it behooves all of us to reach a level that allows daily activities and the odd kick/hit/run around a court or field manageable.

If you read Mark Rippetoe's book *Starting Strength* (which I highly recommend), he reinforces this point in the very first line:

"PHYSICAL STRENGTH IS THE MOST IMPORTANT THING IN LIFE."

All things being equal, strength will allow you to handle the rigors of life with ease, performing a 2 x bodyweight deadlift means picking up your child from the ground is a piece of gluten free, additive free, paleo cake! On the sporting field, all things being equal, the strongest athlete will win. You're an endurance athlete or runner, so therefore strength is less important? Every time you plant your foot while running your body can be accepting over seven times your bodyweight through a single leg. Do you think there may be some benefit if that leg was strong and stable under the load of your body (within reason of course, as additional bodyweight could be detrimental to an endurance athlete)?

Before kicking off my 10 commandments it would be remiss of me not to acknowledge that the world of strength and conditioning can be a very emotive one and the creation of any list is bound to cause many a trainer or strength and conditioning coach to cry out in disbelief at the exclusion of a specific topic or point. So I will preface this by saying this is by no means a definitive list.

PROGRESSIVE OVERLOAD

Considered the founding father of Progressive Overload, the story of Milo of Croton tells how a young farmer would pick up a baby calf and carries it around his farm by placing the calf across his shoulders. Over time as the calf grew, so did Milo's strength, to the point where Milo was carrying a fully-grown bull! This is a nice explanation for progressive overload but possibly oversimplifies a more complex, and very critical component, of any strength or hypertrophy training program.

Progressive overload is a gradual increase of stress that we provide to the body, and this can be done numerous ways, the most obvious way is by increasing the load lifted for a given set and repetition scheme. Other forms of progressive overload are an increase in overall training volume, using the above example we may not increase the load on the bar for a given set and repetition scheme, but we may increase either the sets or repetitions or both. An increase in the range of motion in a movement is also a form of progressive overload, a High Bar Back Squat performed deep can be an increase on the stress placed on the body versus a Low Bar Squat given all other training variables are equal.

The one flaw in the story of Milo is it sets the expectation that progress happens in a linear fashion. Anyone who has lifted for a period of time will tell you that this never happens, while beginners make leaps and bounds, regardless what training stimulus they are exposed to, experienced lifters need to manage more closely the parameters around their training program, i.e. volume, recovery and techniques for example as progress becomes ever more challenging with the more experienced lifters

2

INTENSITY, INTENSITY, INTENSITY

There are numerous variables involved in muscular hypertrophy programming such as sets and repetition schemes, variances in recovery times, and technique options, however one undeniable variable that is critical for the success of any training program is intensity.

While the perfect

repetition range doesn't exist, moderate repetitions at above 65% of your 1 repetition maximum (1RM) are thought to produce the best results. Loads lighter than 65% of your 1 RM will not fatigue all available motor units, which is like driving a V8 with only four of the cylinders working. An

argument could be made that lighter loads taken to failure will, over the course of a set of work, fatigue a similar amount of motor units as a set with a higher load, but many trainees don't take sets to failure.

A study by Giessing et al in 2014 showed trainees were very poor at predicting their failure point, therefore

starting with a higher load means using a larger number of motor units from the commencement of a set. Thus recruiting the larger, stronger fast twitch fibers that are more prone to hypertrophy.

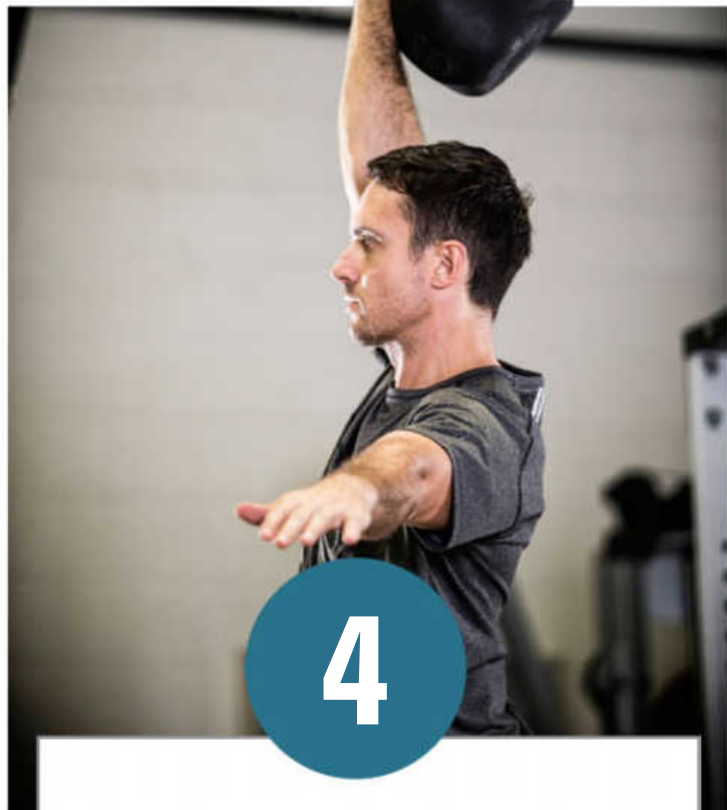
'Trainees are very poor at predicting their failure point.'

3

INTENT

Tempo training can prolong time under tension and has its place, however if you consider the equation, Force = Mass x Acceleration ($F=ma$), moving the same weight you lifted last session faster means you are now producing increased force, and increased force will lead to strength improvements. Moving a relatively heavy load fast requires those quick to fatigue, higher threshold motor units to contribute early in a set of work, and these motor units are not only more prone to hypertrophy but can produce more force.





4

BUILD MOVEMENT CAPABILITY

This will differ depending on what lifts and training goals you are working towards. Looking to head towards powerlifting, the movement demands of that sport are not dramatic, with most people able to achieve the appropriate positions. Wanting to compete in Crossfit, then the movement demands of that sport require Olympic lifting and lots of overhead positions. To reduce the risk of injury you would need to ensure adequate thoracic extension as a minimum on getting anything overhead, and that's not even addressing any movement restrictions in the lower limbs.

Well known American strength coach Eric Cressey explains mobility work well:

“Think of it like a bank account, if you make a significant withdrawal, i.e. you complete a taxing and demanding workout, you will need to make a deposit to offset that withdrawal.”

Your deposit being some dedicated ‘movement time’, time where you may be both building and/or restoring movement. For anyone looking to built optimal movement capability you will most likely need to work on, or maintain, adequate mobility through the ankle, hips and thoracic spine, while developing strength control in areas such as your lumbar spine and shoulder/scapula region.

5

THE KEYS TO MUSCULAR HYPERTROPHY

Brad Schoenfeld’s review article, ‘The mechanisms of muscle hypertrophy and their application to resistance training’ highlighted the three key mechanisms for muscular hypertrophy: mechanical tension, metabolic stress and muscular damage. If increasing muscular size is a goal you are chasing or if muscular hypertrophy can support your athletic performance goals then including the below training styles may be of use to you.

Mechanical tension: Maximising mechanical tension on a muscle is generally attained through heavier loads and using compound movements. Pyramid or wave sets are good options to create significant tension in a muscle, however aim to use the strictest form possible here to ensure tension is being applied to the appropriate areas/ muscles.

Metabolic stress: often referred to as the burn, metabolic stress can be maximised by performing sets of work with lighter loads to provide a ‘pump’ to the muscle. Cable variations of exercises

are great as they can maintain tension through the entire range of motion of some exercises, such as cable flies and overhead triceps extensions. The large compound movements such as squats and deadlifts are generally not ideal, as performing these exercises to create metabolic stress could be dangerous. Drop sets and tri sets are good options to maximally stress a muscle as well.

Muscular damage: can be achieved by performing new or unfamiliar movements or focusing on the eccentric portion of an exercise. Heavy eccentric chin-ups for example create a significant amount of muscular damage. Also performing exercises that place a muscle in a disadvantageous position or maximally stretch a muscle also create a significant amount of muscular damage, for example incline bicep curls or Romanian deadlifts. This style of training produces significant muscle soreness so use sparingly and as part of a structured and periodised training program.

6

DYNAMIC TRAINING & ACCOMODATING RESISTANCE

Success leaves clues, and if we think about the 'strongest' gym in the world it would be Louie Simmons and Westside Barbell. This facility houses some of the strongest people on the planet and Louie Simmons, the founder of Westside Barbell, realised that performing lifts with maximal loading on every lift, day in and day out, was not sustainable. So using the previously mentioned formula of $F=ma$ he would have his lifters perform movements with less loading but at a higher velocity, a variation on how to maximize force output. This would be less demanding on the body and the nervous system and due to the use of submaximal loads; his athletes would reinforce correct movement patterns.

Dynamic training can be problematic though, when a lifter is trying to lift as explosively as possible, there will be moment when

they will need to slow down as the bar will need to decelerate. For example driving out of the bottom position of the squat there is a moment when you will need to slow down as you reach full extension. However if there are bands around the bar, as you work through the concentric phase of this movement the bands will provide more resistance as they are placed in an ever-greater stretched position. This allows the lifter to continue to move as explosively as possible while not having to be concerned with decelerating the bar.

NOTE: You should have significant experience (multiple years of lifting) and an appropriate strength base (over 1.5 X bodyweight squats/deadlifts for example) prior to attempting this style of training. If not simply focus on the job of getting strong with traditional methods, such as progressive overload.

7

BE SMART WITH AEROBIC TRAINING

For some traditional lifters the thought of an aerobic workout is similar to the thought of skipping a meal; it just doesn't really happen! The theory being that aerobic training will destroy all the gains you are building in the weights room. This may not necessarily be the case. A recent review of the literature by Dr Jacob Wilson and his colleagues found that the type, intensity and duration of aerobic work you do would have an impact.

The outcome of this review showed that higher intensity, short duration bouts of cardiovascular training were more beneficial than slower, long duration training (which flies in the face of some common thoughts around low intensity, long duration aerobic training being preferential when maintaining muscle mass and maximising fat metabolism is a key outcome).

Movements that mimicked strength training exercises were also found to be more effective, such as rowers, cycling and sprinting, the difference between sprinting and walking is the increased amount of hip flexion required. As an added benefit this type of conditioning training will require less total time, giving you more time to hit the iron!



8

PRIORTISE SOME UNILATERAL TRAINING

This is a personal thing and has been influenced by Mike Boyle who has been a long time advocate for single leg training over bilateral training. Particularly relevant if your goals are more general in nature and you are not focusing on some very specialised outcomes such as improving your Olympic Lifts. Boyle's belief is that this form of training requires lighter loads so is therefore less stressful on the

body and also has carryover into many athletic endeavors as you will commonly find yourself in split stance positions or driving off one leg at a time.

A possible strategy is prioritise a block of this training every 3-4 blocks to allow the body to recover from the stressors of the more demanding bilateral training movements. This may also achieve a conditioning affect as you will be working each limb individually expect the weights to drop but possibly the working time to increase.

9

HUMILITY

I would encourage a humble approach to training; missing lifts should be a rare occurrence. Build a habit of success with your lifting, and as difficult as it is in the world of Instagram and social media celebrity, try and leave your ego in the change rooms. This should keep you free from injury and allow you to build movement foundations without the need to impress the guys next to you. Forcing repetitions or ever-heavier loads onto a body that is not ready for it, short term can be a humbling experience, while long term can cause injuries. Connective tissue takes longer to develop, so it will struggle to keep up to with the loads the prime movers may be comfortable lifting.

Legendary Olympic Lifter Naum Suleymanoglu, regarded as one of the all time greats of the sport and a triple Olympic Gold Medalists, planned on missing a handful of lifts...per YEAR!

Take this point with the right intent though, you need to push your limits and you will occasionally need to flirt with the boundaries of your abilities, however do so with a plan and when you feel at the top of your game, not every single time you walk into the gym.



10

THE EXCEPTIONS

There are exceptions to every rule. While research will tell us that the majority of people will respond best to a certain set and repetition scheme to achieve a desired outcome, there are always exceptions or outliers. This is where an exceptional coach or intuition may be required, if you are not progressing and feel all other areas are being diligently adhered to, i.e. appropriate periodisation, progressive overload, nutrition, adequate recover and more, then you may just be a little bit different, that is, you may be just a bit special. **FP**

FIRST IMPRESSIONS ENDURE

By Julie King

Today's ultracompetitive health club environment has heightened operators' awareness of the importance of the member's *club experience*.

With ellipticals, small-group classes, and personal training sessions now nearly regarded as commodities, that experience is largely dependent on what the club's staff says and does ... and how good the member feels when they leave.

But, before the *member* experience—there's the *prospect* experience.

If the latter isn't an excellent one, well, there'll never be a member experience to worry about.

To help convert callers, visitors, referrals, cold-call prospects, and other tire-kickers into active members, *CBI* asked several of the industry's most successful sales professionals to share their best-practice procedures for producing a "Wow!" prospect experience.

PREPPING THE PROSPECT

In today's intimately, digitally, and perpetually connected world, a person's impression of a club often begins before they've seen or contacted it.

"Their experience often begins with word-of-mouth from friends or coworkers before they've visited the club," notes Mark Miller, the vice president of the Merritt Athletic Clubs, headquartered in Baltimore, Maryland, which operates 10 higher-end clubs in that state. "Their initial impression may also be shaped by what they've learned."

"More than 70% of the time, a prospect has viewed our Website and social media sites before they've heard our voice or seen our face," says Shannon Malooly, the membership sales and marketing director of The Claremont Club in Claremont, California. The Claremont is a premium, multipurpose, fitness, tennis, and aquatics facility with some 10,000 members.

To impress, please, and engage prospects, the experts say, clubs must have a philosophy and a corporate culture that are dedicated both to sales and to superior service, and that's clearly communicated online, on the phone, and in person.

"Staff need to fully understand that ours is a 'sales' business, and that fitness has to be sold," explains Alan Leach, the group general manager and head of sales and marketing for the elite West



Signing up a new member
at The Claremont Club



Alan Leach



Jason Reinhardt



Mark Miller



Shannon Malooly

“Staff need to fully understand that ours is a ‘sales’ business.”

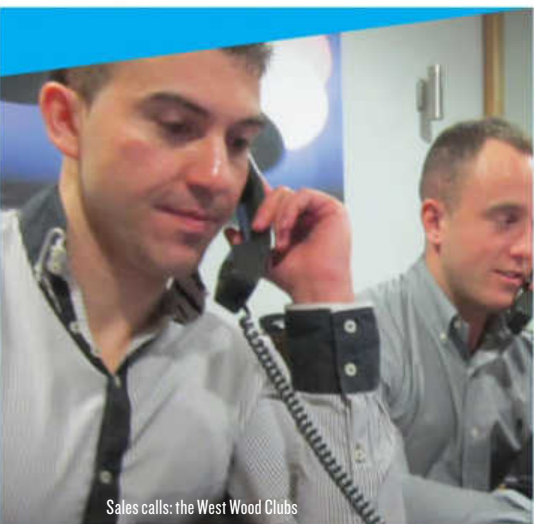
Wood Clubs. The firm has three locations, serving more than 21,000 members in Dublin, Ireland. “There are probably 10 other providers within a 15-mile radius that are trying to take your business, so you have to do everything you can to differentiate your product from your competitors.”

Both *before* and *after* the sale.

PREPARING THE STAFF

Preparing the right foundation begins by hiring good employees—people who understand and appreciate the importance of differentiation, sales, and service.

“You have to have a ‘service-first’ environment that dictates how employees look at things and behave,” says Miller. “If you get the right people, individuals with a positive attitude and friendliness gene, the interaction with prospects will nearly take care of itself.”



Sales calls: the West Wood Clubs

No matter how excellent your staff, though, in order to generate memberships, you’re going to have to conduct regular trainings and have a designated sales manager; in the case of smaller clubs, this might be the owner or general manager. And the sales instruction should consist of more than an outdated, three-ring binder stuffed with yellowed handouts, hanging behind the front desk.

It should be up-to-date, innovative, interactive, and ongoing.

“Consistent, professional sales training is the best investment a fitness business of any size or sort can make,” attests Leach. “Our sales staff goes through three to four days of classroom education before they see their first prospect, and, during their first year on the job, they take part in three weeks of training, some of it involving role playing.”

The information covered should address how best to handle walk-in prospects, telephone inquiries, and online requests, and all employees should be able to easily access a variety of scripts and data-gathering materials. Anyone who occasionally covers the front desk, whether they’re a personal trainer or spa attendant, should be fully prepared and equipped to deal with a prospect professionally.

MAKING THE CONNECTION

Regardless of the nature of the initial inquiry—whether it takes place in person, by phone, or via the Internet—the impression it creates will either cultivate or kill the shopper’s interest in a membership.

“The guest who walks in has probably driven by your club and thought about dropping in more than 100 times, and, now, those first 30 seconds are the defining moment that will determine whether they feel at home, or, instead, decide it was a mistake to come in,” observes Jason Reinhardt, the founder and owner of Go M.A.D. Fitness. Go M.A.D. has sites in Canton and Monroe, Michigan, that, together, serve more than 2,500 members.

“Stress to your front desk people that sales are rarely made in the first 60 seconds, but they’re often lost during that critical minute,” advises Leach. “Train them to ‘wow’ every prospect with eye contact, a genuine smile, and a world-class greeting.”

Malooly thinks of prospects as visitors who’d like to get acquainted with The Claremont Club, and treats them accordingly. “The club is my home,” she says, “and we want to welcome guests in such a way that, hopefully, they’ll make it their home, too.”

For Miller, the introduction is about quickly creating rapport and making people feel comfortable, particularly beginners or deconditioned individuals who may feel uneasy in what, for them, is an unfamiliar setting. Be sure to collect the basic data and relevant details you’ll need to move the process forward, e.g., contact information, and a brief list of the prospect’s interests, needs, and goals so you can tailor the sales process effectively.

In the case of telephone and online inquiries, the goal, of course, is to arrange a tour of the club. Opinions differ about the wisdom of discussing dues prior to an in-person meeting, but Malooly thinks it's best to be upfront. "What we cost is what we cost—it's not a secret, and I don't want to give the impression that I'm keeping things from people," she says. "But I also want to have a conversation so the caller understands the value driving the cost."

Miller suggests that calls should be scripted, but personal—not mechanical. "If the inquiry is simply about price, clubs often lose out. The process has to involve capturing a name and number and inviting the person in. When we can get someone to sample what we have to offer, 80% of the battle is won."

Leach recommends utilizing a "caller-based" script, in which a sales associate qualifies the caller; conducts a basic needs analysis; briefly explains how the club can help the caller; presents a compelling reason to visit the club *today*, e.g., a free trial pass or a consultation with a trainer; and books the appointment.

"You need to be so caring, friendly, professional, knowledgeable, and helpful that the caller would be 'crazy' not to visit right away," he says.

With e-mail and online inquiries, a fast response is expected, and Reinhardt invites correspondents to visit Go M.A.D. Fitness within 12 hours of receiving a reply. Malooly responds to e-mails with an invitation to see or experience something at the club. "The prospect may be worried about being given a sales pitch, so don't give them a sales pitch. Instead, invite them to take part in a special class, a new program, or a social event that they'll immediately recognize the value of."

Create a sense of urgency in invitations, counsels Leach, to prompt people to act quickly. "Assume that, in virtually every case, they're going to procrastinate, and help them to overcome that tendency by offering time-sensitive trial memberships. The goal is to motivate them enough that they'll want to see your club that very day."

TAILORING THE TOUR

After staff has learned a bit about an individual lead, a club tour should be custom-tailored for them. "The tour should never be a standard, off-the-rack walk-through. No one likes the feeling that they're simply being sold," Miller contends. "The tour provides a chance to connect their 'why' to the club's 'what' and 'how,' ultimately providing the solution they're looking for."

During the tour, staff should continue to ask questions to learn more about their visitor, so they can point out the ways in which the club represents a good fit for them. "Professional selling is about knowing as much as possible about the prospect—their interests, desires, concerns, and expectations—and then positioning your product in a favorable manner," says Leach.

Rather than simply enumerating the club's offerings, Leach insists that his staff use the word "you," rather than "we," to focus the conversation on the prospect and cultivate their trust. For instance, "*You* get 100 group exercises classes to choose from each week," rather than, "*We* offer 100 classes a week."

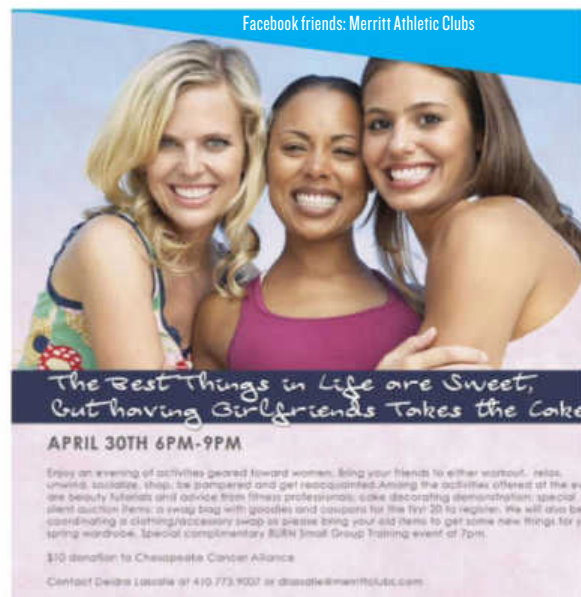
Reinhardt suggests introducing the prospect to other staff members, and demonstrating how some of the club's equipment might help them achieve their objectives. "When a guest feels included, as though they're part of something, the chances of their joining increase," he indicates.

And, if the unexpected occurs—a visitor encounters a runaway toddler or a messy locker room—Malooly recommends that the tour guide just roll with the situation. "A health club is a place that's used by families, where babies cry, and where toilets get stopped up. People understand that life happens. Just be genuine along the way."

"Thinking that every sales experience will be 'just right' is pure fantasy," Leach concurs. "No need to panic!"

EXPANDING THE 'FAMILY'

Ultimately, either you or someone else on the staff actually has to ask a prospect



to join. But, qualifies Miller, "It's not about *selling* them. It's about making it easy for them to join by inviting them to become part of the family."

Simplify the process by presenting the membership plan that best meets their needs, but also show them higher-priced options, as necessary, to enhance the perception of value. "Stress the value, and highlight everything that's included at regular prices, before introducing a special promotion," advises Reinhardt.

In the case of those who don't sign up immediately, timely and relevant follow-up—using an accurate database, e-mail, text messages, phone, and snail mail—can continue to engage and boost conversion rates. "Each follow-up call should be an invitation—to a childcare event with their kids, or a poolside concert with their family," proposes Malooly. "I want their reaction to be, 'Wow, they always have something going on at that club!' Not 'Are they still after me to join?'"

By combining a knowledgeable, dedicated, and caring staff, a professional sales system, and frequent training, operators can produce an exceptional *prospect experience*—one that, Leach predicts, will convert 65 to 70 of every 100 prospects who tour a club during their first visit! **FP**

—Julie King, julie.king1@comcast.net



Looking for a **better payments solution provider?**

Think PaySmart™

The Benchmark



Not all direct debit billing services are created equal—but there's a reason why PaySmart is recognised Australia wide as the benchmark.* By investing in a service culture, we make your life, and your customers' lives, easier. Full service at 'no-extra-cost' delivered across four layers is how we do it. Think about it, does your billing provider offer a comprehensive Debtor Management System for dishonoured payment recovery? Do you have telephone and online support from an Australia-based Customer Service Centre and online access through the web 24/7? What about a Business Development Manager who supports your growth plans – all at no extra cost? Time for a better payment solution? Think PaySmart.

PaySmart is the only provider that gives you four levels of extra value at no extra cost!

Helpful Support

Efficient Processes

Business Development

Innovative Solutions

Find out how we can tailor a solution for your business | Freecall 1800 801 797 | www.paysmart.com.au



The MYZONE Belt packs a punch

DON'T BE WARY OF 'WEARABLES'

Love 'em, or hate 'em, the best thing clubs can do is learn how to leverage fitness tracking technology

By Liane Cassavoy

The latest fitness craze is not CrossFit or functional training, or group exercise classes involving drums or ballet barres. And it isn't about crunching abs. In reality, it's more about crunching numbers.

The latest, fastest-growing, and, potentially, most disruptive trend is the explosion of so-called wearables: small, sophisticated, and mobile devices that can, among other things, count steps, track movement, and analyze sleep patterns for users with impressive accuracy.

Analyzing data has become one of the most popular pastimes for fitness-minded folks.

The implications for health clubs?

Significant, yes.

Understood—not very well, quite yet.

The industry currently resides on the lower steps of the wearables learning curve.

An estimated 21% of the US population currently owns a wearable device, according to a recent report from Pricewaterhouse Coopers—that's one out of every five citizens, or some 67 million people ... And another study puts the number at one in four.

Among the most popular devices is the Apple Watch, released in April, which offers a tempting assortment of health-and-fitness activity and tracking features. Also in great demand are dedicated fitness and activity trackers, such as the Fitbit product line, Jawbone's UP activity trackers, and the Microsoft Band. Worn on the wrist or clipped to one's clothing, these units can track factors such as the user's physical movements, sleep rhythms, calories burned, and heart-rate function. Other wearables make use of earbuds, heart-rate belts, and even skin patches.

The data generated is generally delivered via a Website or mobile app, allowing users to set activity goals, detect patterns over time, monitor food intake, and make appropriate lifestyle modifications. In many cases, wearables also can be used to share results or engage in friendly competitions with friends owning the same brand of device.

Bottom line, wearables can quantify a user's movement and dining activity; motivate them to move more and eat more wisely; set exercise and nutrition goals; and create a supportive, healthy-lifestyle social circle.

It's easy to see why some club operators view this popular, and rapidly morphing, technology as the new competitive kid on the block. If someone can obtain all of this information, guidance, and service from a \$99 device, why would they want to pay \$99 a month for a club membership?

That's the as-yet-unenlightened response to the advent of wearables.

However, the experts that CBI queried agree that anyone with that mindset is looking at wearables the wrong way. In fact, this technology, they say, could prove to be a boon for the industry.

A ROLE FOR WEARABLES

"The most important thing a club can do is to get involved, because wearables are here to stay," posits Graeme Hinde, the founder of the Leisure & Fitness Exchange Network (LFX), a Warrington, England-based firm that produces business networking events. "These devices will evolve and change over the coming years, and clubs would be wise to embrace the technology and stay abreast of new developments."

Wearables, in fact, will likely drive interest in health and fitness, suggests Casey Conrad, the president of Communications Consultants WBC, Inc., in Wakefield, Rhode Island. "When someone starts to analyze their stats on eating, sleeping, and exercise intensity—and all the other things wearables can track—they become more committed to a healthy lifestyle."

That individual might be a sedentary prospect who wants to begin working out, or a current customer who's looking to exercise more. In both cases, wearables could, conceivably, help out. "The reality is that people come to a club because they don't want to go it alone," says Conrad. "What operators need to do is figure out how to make this technology work with—not against—their business interests."

One simple way to do that, she suggests, is by using the data wearables harvest to bring members together in group challenges and educational programs. "Sleep issues, such as insomnia, are one of the biggest problems in the US today; and we know wearables can track sleep patterns," she observes. ▶





Casey Conrad



Graeme Hind

Health Club Management UK



Bob Summers



Emmett Williams

“So, why not create a program to help members sleep better by adjusting their exercise or other lifestyle factors?” Clubs could employ a similar approach to help members achieve their weight-loss objectives.

Recently, Netpulse, Inc., a leading provider of club apps, published an instructive guide that suggests specific ways that fitness facilities can leverage seven different wearables, including the Apple Watch, Fitbit Flex, Jawbone UP 24, MYZONE MZ3, and Polar A300. To access it, conduct an online search for “Ultimate Guide to Wearables 2015: 7 Ways Wearables Help Your Club.”

A TECHNOLOGY TUTORIAL

If a club intends to become a beneficiary of wearables—rather than a victim—its staff needs to become familiar with the various devices that are currently on the market, counsels Conrad. “Do you expect your accountant to be familiar with the latest tax code? Of course, you do,” she says. “That doesn’t mean that you have to buy five wearables, but you’d better invest in at least one, so your staff can coach members on how to use it, and be able to have a good discussion with them.”

Hinde suggests encouraging employees to wear devices that

“The most important thing a club can do is to get involved, because wearables are here to stay. ... Clubs would be wise to embrace the technology and stay abreast of new developments.”

relate to their club role. “For example, the strength trainer could wear a particular device and link to a specific app,” he offers by way of example. “In a sense, the club would then have its own informal ‘product-testing’ team to advise members. So, when someone was interested in purchasing a particular product, they’d be directed to ‘Joe, the trainer, who’s been using that device for months.’”

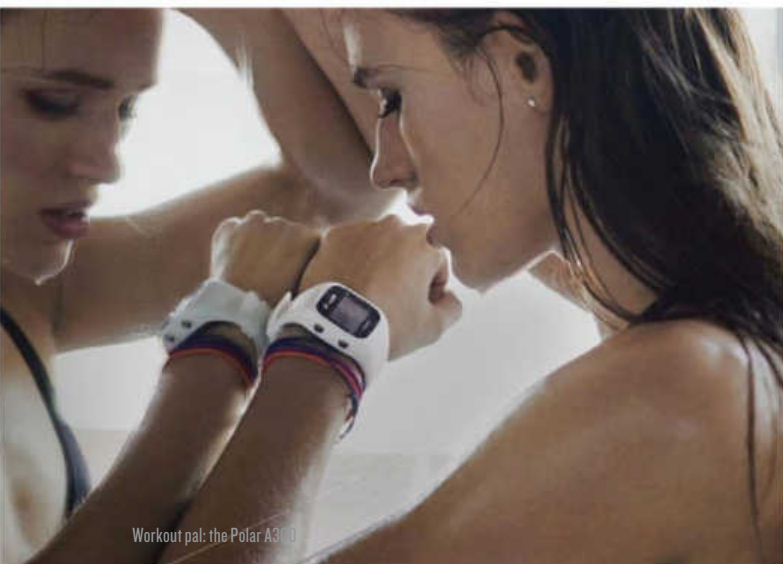
For now, at least, most trainers and other staff are left on their own when dealing with wearables, since most manufacturers have yet to offer advice on using them in a club setting.

One exception is Microsoft, which has partnered with Nuffield Health, a large, nonprofit health, fitness, and wellness provider in the UK. The result of the collaboration is downloadable workouts that can be accessed from Microsoft’s wearable wristband; the user is guided through the workouts via on-screen instructions and vibrations produced by the device.

While dedicated devices, such as those produced by Microsoft, Fitbit, and Jawbone, are limited in terms of what they can display onscreen, the Apple Watch offers more options. The iOS software it utilizes permits it to support apps, and app designers are seizing upon the watch’s potential as a fitness-tracking device.

One example is Fitnet, which delivers fitness video workouts created by trainers. The videos are displayed on smartphones or TVs, and the Apple Watch is used to control the videos, and to monitor the user’s performance via the watch’s heart-rate monitor and accelerometer, which measures motion.

The Fitnet app lets users access videos for free, but, if they want to connect with a trainer and create a workout plan, they pay a monthly fee. The trainers receive a percentage of that



Workout pal: the Polar A300

fee, but, more importantly, says Bob Summers, Fitnet's Chief Geek, they remain connected with their clients when the latter can't make it to the gym.

"I really think the clubs that embrace technology will have an advantage over those that don't," Summers observes. "Nothing I've seen can replace the personal touch. A trainer provides variability and accountability. When they meet you in person, they're assessing you, making sure you're there, and providing you with the right activity: technology is nowhere close to replacing that."

"But trainers who start using digital tools for delivery and assessments will have the upper hand," he continues. "Asking you to do as many pushups as you can in one minute is a common assessment tool. But what if we were to use a heart-rate monitor at the same time? That trainer obtains a better understanding of what's happening with their client, and helps them to decide what to do next."

NO TURNING BACK

MYZONE offers a special take on wearables. Its products, sold primarily through clubs, track data via a chest-strap heart-rate monitor, and the results are displayed on in-club screens, or, utilizing mobile apps, on smartphones.



Front-runner:
the Garmin Forerunner

Emmett Williams, the president of CFM, Ltd., MYZONE's corporate parent, suggests that the device sits in the sweet spot between consumer-level items, e.g., Fitbit and Jawbone, and products for more serious or elite athletes, such as those produced by Garmin USA and Polar Electro, Inc.

"At one end, you have the Fitbits and Jawbones, which are great for people who need to move more. But they typically measure movement at your wrist, so you can get more credit for blow-drying your hair than for a box jump," he explains. "At the other end, you have the Garmins and Polars, which help advanced athletes train smarter, but may represent overkill for many gym-goers."

"We're in between: We deliver really accurate results, but we've made things really simple."

Making things simple and fun for users has paid off for clubs that have adopted MYZONE, attests Williams. Members who used it at The Atlantic Club's two locations, in Red Bank and Manasquan, New Jersey, visited their club 25.4% more frequently in one month than they did in the same month the previous year before the system was introduced. MYZONE was especially effective at getting infrequent users to visit more often.

Studying, carefully strategizing, and intelligently capitalising on wearables, the experts suggest, could well produce equally rewarding results.

"Technology isn't going to go backwards," Conrad promises. "These devices may evolve, but they're not going to go away. If you regard them only as competition, and try to ignore them, you're going to make things difficult for yourself and your business."

Conversely well, that's up to you. **FP**

— Liane Cassavoy, liane.cassavoy@gmail.com



Partners: Microsoft Band &
Nuffield Health

FAMOUSLY »»»» FIT!

TO SEE OUT 2105 IN STYLE, WE DECIDED GET INTO THE SPOTLIGHT WITH THE FAMOUS AND HIGH PROFILE PEOPLE THAT ARE A PART OF OUR INDUSTRY. Where not all of these people are necessarily breaking new ground in the development of fitness provision they are masters of delivering the central message of fitness to large groups of people while creating impressive shifts in the lives of individuals. These leaders are a force unto themselves and any one of them can greatly boost our industry (or even your brand) into the realm of fame and fortune.

In the pages ahead we are showcasing a small bunch of fitness public figures: the people, their reach, and how *you* can tap into this segment and the pitfalls!

Here's how it works. The fitness industry not only turns over billions of dollars, but it is a perfect conduit for connecting with masses of people who have an appetite for new gear, workouts and leaders. We are part of a vibrant group of people who have a need. Let's face it, we could all adopt a simple approach and "eat less and move more", or we could enjoy the full gamete of the fitness world...a culture that is surrounded with amazing apparel, workouts, gatherings and inspiring people. We're a tribe and we want to be lead!

The results are a sophisticated business model that some people are mastering to harness for fame and wealth via an ever increasing array of channels to contact the masses. There's a daily increase in the number of trainers that are utilizing TV, social media or even appearances to build massive profile.

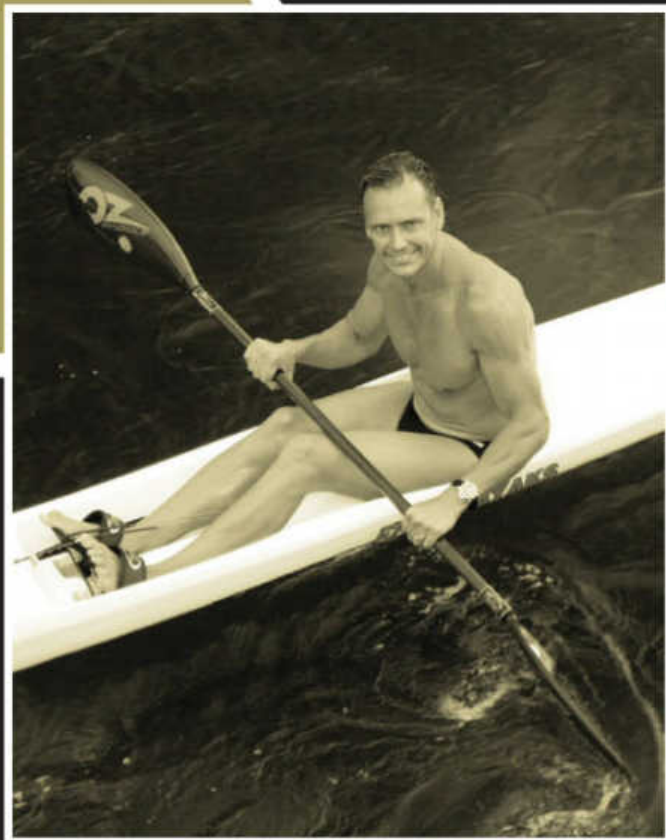
So why has 'fitness' and 'famous' started to become more frequently intertwined? One possible reason is simply because it's now possible, thanks to exponential growth in avenues to generate fame and income.

Let's start by looking at where these famous profiles connect into the fitness culture:

1. Most famous people are subject to the attention of the public eye for anything that is newsworthy.
2. Some famous people are using their appearances and incredible fitness levels to attract attention.
3. There is the view that this industry is now an easy channel for huge financial gain (unfortunately some people think that the fame will come overnight. The hard work still has to be done!).
4. A group of others who have had their primary career soften, who see the fitness culture as a great target for creating future income and sharing their expertise.

How many Olympians and sports stars can you name that have morphed their career into the fitness world? There are loads! It would be easy to criticise but let's all make a shameful confession; there are times when we all hope to gain from the attention of these people. As business owners we pay them to support our brands, as fitness professionals we seek to gain them as clients (that would boost the profile wouldn't it?). As a publisher, I know they will sell





magazines. So, the message is that there can be a win-win in so many instances. We're all in this together really!

Before you read on try naming your top 10 fit and famous Aussies.. Try to avoid current sports stars unless they have a program or fitness brand behind them. Try to avoid fit and beautiful actors who we wangle into being fitness icons, and try to avoid retired athletes who offer online transformations and amazing results.

How did you go?

It's pretty hard isn't it?

Now if I asked you to also avoid trainers who have gained popularity because they have ended up on our TV he circle starts to tighten! In fact it gets pretty small. But don't worry there is some really good news for us. Firstly, full credit to Michelle Bridges. I was connected with her way before TBL when she wrote for my magazine Ultra FIT. I have watched her both struggle and bloom into being a landmark presenter, fitness guru and business woman. With or without her ex Hubby Bill, she is amazing! Lorna Jane. I too have a history in the rag trade. Her brand (again with a great man beside her) has proven time and time again that by getting the mix of business and product right... dreams do come true. That company is the real deal! They are well worth serious mention and respect.

So far the ladies are setting the pace!

LESSON NUMBER 1. If you want to make it big in fitness, pitch to the female market!

They are loyal and spend money.

LESSON NUMBER 2. This would have to be to have a multichannel approach to creating your brand and your revenue. Take Lorna Jane Clarkson, founder of Lorna Jane. She has a business worth half a billion dollars based on fitness fashion (that Lorna Jane herself likes to call 'Active Wear', books and an inspirational message (Move, Nourish, Believer). Now she and her husband Bill Clarkson (yep, another 'Bill') are keen to challenge their clients to take a more holistic approach to their lifestyle. They are true pioneers.

As you read through the following section you will read some great stories about how these 'Fit and Famous' people built a profile, gained the skills and then expanded their offering to become the fitness royalty we have today. We have also gained wisdom from the people who train the best to be better. Max Markson has helped many boost their profile and get into the mainstream media. Cameron Byrnes has capitalized on training celebrities and built his own profile tremendously while kicking famous butt! We hear from an elite group of personalities and find out how they have built the profiles they have today.

Let's take a look into the scene of 'Famous and Fit' and see if there are opportunities that might help this awesome industry and our careers get to a new level. **FP**

*Michael Henry
Publisher*

MICHELLE BRIGGS

By Michael Henry





MICHELLE BRIDGES IS ONE OF AUSTRALIA'S RENOWNED FITNESS INDUSTRY FIXTURES WITH OVER 20 YEARS' EXPERIENCE.

She first shot to fame in 2007 on Channel Ten's hit reality show *The Biggest Loser*. She is now a hugely successful entrepreneur with her 12 Week Body Transformation just one of her many products, all aimed at reducing Australia's obesity levels and getting Australia moving!

FPM: Congratulations on your amazing career so far, and now as you approaching motherhood! Tell us a little about how you got started as a fitness professional.

MB: Thank you! Yes, exciting times ahead for me. I started in the fitness industry at the ripe old age of 14. Sport had always been major in my life, all sport! You name it, I played it. I fell hard for the competition but I equally fell for the training. At a young age I got that I was getting some life long lessons. Lesson about commitment, discipline, responsibility, dedication to bettering myself, striving to be a star performer whilst always remaining a team player, how to win and how to lose.

Big lessons. Now I get that not everyone likes to play sport, but what hurt me profoundly was that there were kids at my school completely missing out on participating in sport and instead sat in a class room on Wednesday afternoon during sport. So my first business pitch was to my school mistress that I could in fact take these kids and teach them training! Fitness! She gave me the green light and I haven't looked back. I genuinely wanted to make a difference to peoples' lives right from the get go. It wasn't about anything other than that.

I then marched myself down to the local squash centre and immediately informed the owner operator that I was an excellent fitness instructor and could take classes. And he let me loose on the general public at 14. I had to wait a further four more years before I could do my official training course! But I kept

and are there any tips for budding PTs who would like to follow in your footsteps?

MB: I was actually living in Balmain at the time. I had built up a strong name for myself within my industry and that was purely through drive, hard work, sacrifice and belief in the cause.

the trenches and making a difference to people's lives, you had to be grass roots, on the ground, hands on working with people. I have literally trained thousands of people and trainers. The best thing is I can walk into a gym pretty much anywhere in the country and I'll have trained one of the P's or instructors there! So, as much as I didn't have a personal or social life, I met so many amazing people and I grew and grew. I was honing and sharpening my craft. And this was all before TV really turned up. So, yeah, I earned my stripes and again I must reiterate, that the fire inside of me at 14 just kept growing...the genuine desire to help people empower themselves by learning about themselves through training.

I have many PTs say to me, "How do I get your job?" and I have to ask them "Why?" You genuinely have to do your time, work your craft, have the burning desire to help others, be prepared to sacrifice the parties and the BBQs, do the jobs that no one wants and want to be better at what you do. Not just to get ya mug on telly or become well known! If the sincere genuine passion for others is there, you'll be amazing. Being a good PT requires you to get outside of yourself and work damn hard. ▶

“SPORT HAD ALWAYS BEEN MAJOR IN MY LIFE, ALL SPORT! YOU NAME IT, I PLAYED IT. I FELL HARD FOR THE COMPETITION BUT I EQUALLY FELL FOR THE TRAINING.”

teaching in the meantime. You could get away with that then I guess.

FPM: I am sure you remember writing in *Ultra FIT Magazine*, which has now transformed into *Fitness Pro* (from memory it was about 2002-2004). It is great to have you back in our pages but a lot has happened since the last time! What got you the boost into TV? Can you recall how it all happened

I did all the jobs no one wanted. I was never too 'good' to say no to the Sunday afternoon beginners pump class. I was away every weekend for about a decade working as a Les Mills Master trainer. When everyone was out partying or going to the beach, I was working. There was no social media, no smoke and mirrors photos to put out spruiking trainer prowess! If you were serious about getting in

FPM: Who were your clients back in the PT days?

MB: My clients have been the backbone of the community! I see myself as the peoples' trainer. I want to train people to make up the texture of who we are as a country. I've trained cafe owners, teachers, doctors, IT specialists, stay home mums, pilots, community carers, political lobbyists, car salesmen, physios, CEO's... you name it! I trained them in the park, in the gym, in the office, at home, in stair wells, in a pool, in car parks... anywhere.

Funny thing was when I went to the USA with my Michelle Bridges 12 Week Body Transformation all the journalists were fixated on what celebrities I trained. I would look them dead pan in the eye and say "none!". I'm not particularly interested in training celebrities and I'm certainly not the kind of trainer who would do that to make a name for myself. Why would I when I can train real people, the backbone of the country? The people who need to be able to go to work and be productive to the economy. This is where we need our most help. These are the people who need it! I'm the people's trainer! In every single interview I did the 'journos' would all say the same thing, that they had never in their life heard a trainer say these things. Ever! And they absolutely loved it!

FPM: Your career has matured so successfully. It is hard to imagine the path you have walked. If you were to cut all the media



success and exposure you have had, what are the basic characteristics that you bring to your clients that make you a great trainer?

MB: Belief. I believe that anything is possible with dedication, accountability, sacrifice, passion and love.

FPM: You have written books, had columns in magazines, been a trainer on TBL (9) times, been a regular on radio, trained celebrities, developed apparel ranges and nurtured obese clients both emotionally and physically. You have a private life that is often the centre of attention in the media. Actually there is not much you haven't done! Has it been all as exciting and positive as it looks or was there times when you felt it was overwhelming? What do you do to create your own space?

MB: Yes, I have found it a little overwhelming at times. Mostly because I was purely

focused on the work. That was always my focus. I found it embarrassing to start with and felt extremely awkward at times. In the beginning the attention just felt completely mortifying to me. A close friend of mine pulled me aside and said, "Listen Mish, I've known you for years. I know who you are and how you operate and I can see you are struggling with this. I know you are embarrassed and feel completely uneasy with some of this stuff, even when people on the street come up and ask you for a photo I can see you dying a thousand deaths. But what I know is sheer embarrassment can come off to strangers as aloof, like you don't care, and I know that you do because I know you." From that day forward I chose to accept and embrace it and it changed everything. I became relaxed and chilled about it and it really helped.

FPM: What other skills do you rely on to build you

brand and your business that you think a PT should add to their quiver of talents?

MB: I've always loved the creativity of the business side of things. The projects, concepts and ideas. It's like problem solving to me. Lets figure out how we can deliver on XYZ or let's come up with a completely new concept! Mostly it all comes from listen to your clients. Your customers.

I've made stacks of mistakes along the way! At the start I had so many things going on which all took off at a race of knots with no real brand banner head. It all looked like a dogs breakfast! There was no one 'brand' across everything. It was a mess! This took some work to bring it all under the one well branded logo.

I do a lot of keynote addresses, but I recall one of my biggest ones was a total disaster! In front of 1000

people too! Please do not think because you know your craft well and you can hold court in front of your friends or a big group of people in a training session that you can get on stage and public speak! I learnt the hard way. The world of public speaking is highly polished, well rehearsed and very much a skill, which also needs to be honed. Especially if you want to get up there and make it look like its completely effortless. I have had to work extremely hard at my public speaking. I've had coaches and I have practised. If you can do it, it's amazing, but when you are up there in front of big business corporations and people who are looking for something special, you do not want to be a deer in headlights!

Most of all, be good at your craft. Get busy with watching, observing, educating yourself, understanding human movement and efficient pathways. Get to know how your client operates physiologically and psychologically. What are their mannerisms? How do they like their information delivered to them? What switches them on or off?

FPM: You have for some time owned a business that manages your brand across all platforms and products. What is the extent of your brand at present? Are you still doing work in the USA and in other markets?

MB: I've recently partnered with Woolworths to produce Delicious Nutritious; a range of delicious and nutritious meals that are easy to cook,

“I SEE MYSELF AS THE PEOPLES' TRAINER. I WANT TO TRAIN PEOPLE TO MAKE UP THE TEXTURE OF WHO WE ARE AS A COUNTRY.”

healthy and tasty. The goal with Woolworths was to create a range of tasty nutritionally balanced meals that are healthy and affordable. We also wanted to create a range that would help you wherever you are on your nutrition journey. Woolworths were also keen to challenge the conventional frozen meal offering and the result is that healthy food has never tasted so good! This for me at a personal level is a dream come true. I've been out there, in real Aussie homes at dinner time and I know realistically that this is something that can be a plan B without the wheels of your good intentions falling off.

I'm still in the USA although not with all guns blazing. I made a choice that my home is Australia and that is where I belong, so whilst I absolutely love doing business in the USA and will continue to do so, it won't be a break neck speed. I'm slowly branching out into other counties, although my 12WBT program is already global which is very exciting.

FPM: What does the future look like for you? Have you a future plan or is being a

mother the focus just now?

MB: I'm definitely putting a huge focus on our child and being a mum! However, there is a lot more I need to do for my community and my country. I have got my eyes firmly focused on how we as a community can do better for each other through nutrition, exercise and overall health. Those in the community who are pushing fast food and big junk are definitely in my sights. We can do better and we deserve better. I will continue working on my healthy range with Woolworths and probably gain my biggest insights once my bundle of joy arrives!

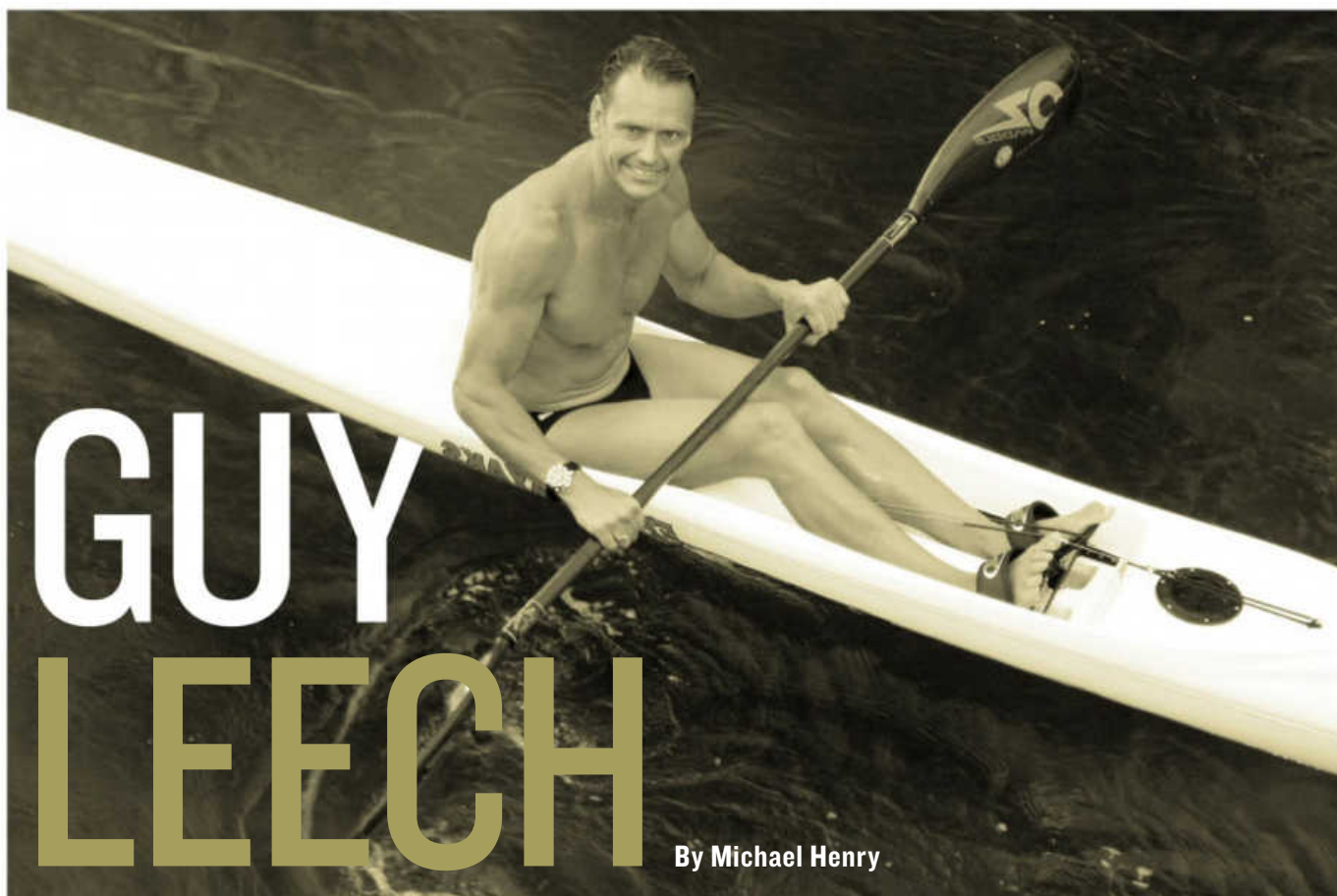
FPM: How about your personal life, does it get pushed to one side? What about your own fitness levels. Do you have goals for your own fitness and what are your favoured workouts?

MB: I can sometimes get pushed to the side but then I have to push back. I know I am at my best mentally when I am training. Everyone in my camp knows that and we all try to make sure that

the schedule doesn't override this. My fitness levels, like any athlete, wax and wane however there is always a strong baseline of fitness there. I work with goals around PB's, which are fun. Sometimes I'll try completely different things like surfing or trapeze and then be inspired to challenge myself to get better at it. I hate it when I can't do something! So I will keep trying until I get it. When it comes to my more formal training I have always loved circuit/HIIT style training using weights, cardio, agility and plyometric work.

FPM: Finally do you have a message for PTs who want to create a media based career? How can they get started? Is it a worthy pursuit or really should they be more focused on being great trainers and then actively building on the skills they have?

MB: A real PT is someone who works hands on with people and does it for the passion of helping others. Unless you have spent quality time, and I'm talking years, in the field, honing your craft, making mistakes, practicing humility, understanding people and all their wonderful differences, you will be an empty vessel. Trying to build a media career as a PT is totally ass about, and I would be questioning the sincere genuine passion for helping others. Do the time. Work your craft. Dig in. Sacrifice. Train with others. Learn. Adapt. Become great at what you do. The rest will fall into place. **FP**



GUY LEECH IS A FORMER AUSTRALIAN IRONMAN SURF LIFESAVING CHAMPION, HAVING WON SEVEN UNCLE TOBY'S SUPER SERIES RACES TO NAME A FEW! Despite having retired from formal competition, 'Leechy' is one of Australian's foremost ambassadors for a fitter, healthier nation.

FPM: Congratulations on your ever-expanding career! You're always up to something that draws a crowd and gets people motivated! What's your focus right now?

GL: Thanks. I'm always very focussed on motivated at educating people about the benefits of health and fitness. This drive started from witnessing my Dad having a heart attack in front of me when I was 12 years old. This terrible experience gave me an understanding of the dangers and benefits of how you live your life, and I took it on-board right away.

I suppose I had a natural progression from being a professional athlete and going into the health and wellness

sector. At present I have a lot of different projects that I am working on. I'm always happiest when I have new things to work on.

I try to balance my time between the different parts of my business - ambassadorship roles, sponsorship, speaking engagements, charities, licensing, health and fitness software, events and my fitness education business - <http://www.guyleechfitnessacademy.com.au/>

FPM: What's your biggest focus now?

GL: I love creating new things! We have new signature ranges of products hitting the shores in 2016, including Organic Coconuts, Superfood's and

Family Organic Skin Range. We also just launched TRIX All-Terrain Cycles (www.trixcycles.com) here in Australia.

I love the morning training groups I take weekdays. I love exercising with like-minded people and these groups have been going for 13 years now! And I need the thrill and pressure of putting on major events like the Guinness Book of Records Fitness attempts, like the one last March with Arnold Schwarzenegger. This makes me feel alive!

FPM: Do you still compete, or are you now all about helping others reach and maintain their fitness?

GL: I still like racing but not as an elite

athlete that trains five hours a day like I used to do! Mainly I like to feel fit and that is the driver for me with my exercise regime. I train one to two hours most days of the week, which keeps me fit but that doesn't mean I going to win major events these days.

The events I race in now are usually charity events where I can help raise profiles although I do have my own Ironman event coming up in November at Palm Beach, Sydney (www.guyleechgold.com), where I will be competing in the teams section with the likes of Trevor Hendy, Phil Clayton and Craig Riddington.

FPM: How have the hard-core racing competitions equipped you for dealing in the business world?

GL: Certainly Ironman racing was a tough sport, and to be at the top of it you had to do a lot of things right. I have been very fortunate to train from the age of eight years with some of the best coaches in the world. They taught me the formula to success and winning over time. I tested this when I trained athletes like 7 x World Surfing Champion Layne Beachley and Olympic Gold Medallist Kerri Pottharst - the formula was pretty much identical! I took the formula into business and it has been amazing how well it has worked for me. I've been very fortunate.

FPM: How do they use your brand to further the message of your major sponsors?

GL: I have the philosophy of always wanting to add

“THE MOST IMPORTANT FACTOR I HAVE STUCK TO OVER THE YEARS IS DOING THE THING I LOVE.”

value to any relationship I'm involved in. Every business relationship is different and the KPIs and what they want from me can vary. They all want to use my name, image and content but across all the different deals there's appearances, television commercials, content usage, social media integration, and staff health and wellness programs and strategies.

FPM: Are you slowing down with your fitness now that you in your 50s?

GL: It's part of the daily things we do like brushing our teeth! No issues with wanting to feel good! I love the morning training and then feeling good for the rest of the day. The only thing I have noticed is the little niggly injuries can come back now and then. But in saying this, there's always some

exercise you can do to work around them!

FPM: Apart from your drive as a competitor, what other skills do you rely on to meet the needs of the business world?

GL: I think those things and so much more. The most important factor I have stuck to over the years is doing the thing I love. I am always been good at time management, which something I learnt from competing.

Having a good team is paramount and always looking at ways to improve the business model keeps you on your toes. I am also a strong believer in building good relationships and always adding value.

FPM: Did you get consultants to help with setting up your business?

GL: Look I think everyone is different. If you have smart people around you who are willing to give you advice then take it. But I had a strong idea of what my big goals were and from there I set a plan and strategy around them to get things moving forward, exactly the same as I did in my sporting life.

Guy Leech's world of fitness was ironically born while I competing in Celebrity Survivor many years ago in Vanuatu because I had the time and quietness in the situation to get clear on what I wanted to do.

FPM: Finally do you have a message for PTs who want to get started in their own business? Is it more complex than it looks?

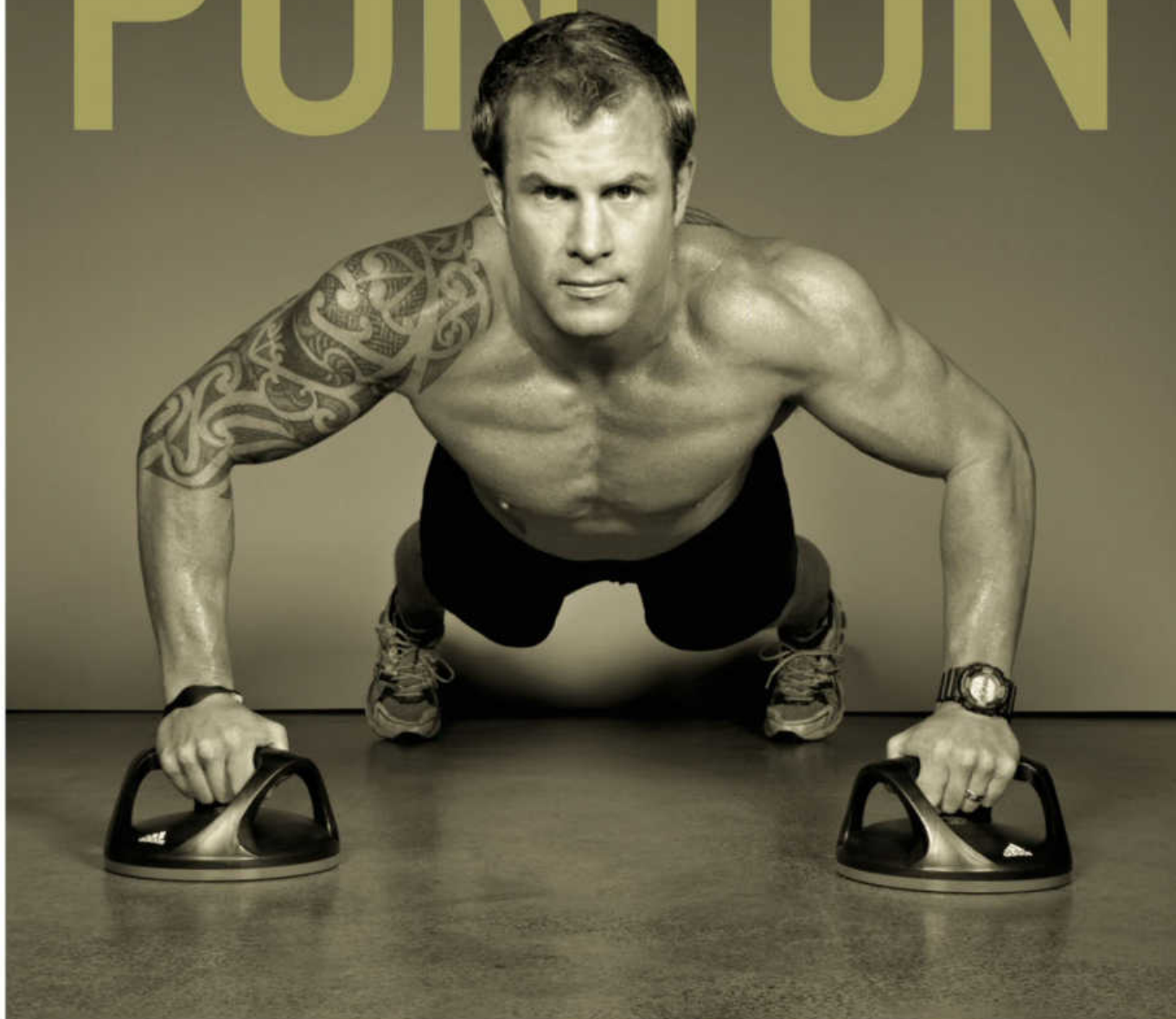
Look there are a lot of PT's in this country with many not being able to make enough money to do it full time. But you need to have great people skills, be a motivator, provide value and promote yourself in a unique way. If you do these things correctly you will stand above the pack...it's no different from the athletes in the front of the race compared to the rest behind them! **FP**



GUY LEECH

As one of Australia's foremost advocates for a healthier nation, Guy is passionate about the challenges of childhood obesity, heart disease and raising awareness for community-focused fitness. Guy is committed to building partnerships with companies that want to make a positive impact on the health of Australia. Guy has trained a wide range of individuals from world renowned celebrities like Madonna and George Clooney to 7 x World Surfing champion Layne Beachley. Guy continues to lead the way as the voice of health and fitness in Australia. As a result - Guy is now known as Australia's No.1 - Fitness Guy.

SHANNAN PONTON





UNLESS YOU'VE BEEN IN HIDING FROM THE FITNESS INDUSTRY SINCE 2007 YOU WOULD KNOW THAT SHANNAN PONTON IS ONE OF THE PERSONAL TRAINERS (PTS) ON THE AUSTRALIAN VERSION OF THE BIGGEST LOSER (TBL).

While successful in his right before TBL, it's not surprising that TBL catapulted him quickly up the hall of fitness fame.

FPM: Congratulations on your career and great to chat to you again. Tell us a little about how you got started as a fitness professional?

SP: As a kid I always wanted to play professional Rugby League. I was contracted with The North Sydney Bears as a teenager, everything was going to plan. At 17 I had my first shoulder reco [reconstruction], second at 18 and first full knee reco at 19. I was devastated, the greatest travesty of all time. I knew no other way of life and all my mates were still playing. So at 17 I started as a sports trainer and by 17 ½ and was a fully qualified gym instructor, sports trainer, sports coach and Level 2 Strength & Conditioning Coach. With 20/20 hind sight, those injuries were the best thing that ever happened to me! I've made a far more successful career as a fitness professional than I ever would have made as a Rugby League player with little natural ability, which only ever made it by being super fit.

FPM: How did you break into mainstream media? Did you always aim to get on TV or was it just a chance that came along?

SP: I had made my way respectively to the upper end of the fitness industry by

the time TBL came along. I was an instructor trainer, course designer, international strength and conditioning coach, and able to teach every style of class on offer. I had my first crack on TV in 2003 on a show called Crunch fitness on Fox. It prepared me and had me ready for the next big challenge when it eventuated, TBL.

FPM: Obviously TBL has been a massive boost for your career, but you do a bunch of other things and have a group of great sponsors. How do you spend your time now and what do you do for your sponsors?

SP: The first couple of seasons it was straight back on the tools as an instructor and PT when the show finished. As time went on and my profile

grew it became smarter and financially rewarding to focus on roles as an ambassador and sponsorships. I have a great team of partners in Anytime Fitness, Nature's Way, Asics, Bob (running prams), PT Academy, Nutrifit Meals, G Shock Watches, Spy Sunnies, and Suunto Heart Rate Monitors. The more strong, likeminded and successful, relationships I can build and align under my brand the better.

I teach guest training sessions, and speak regularly at conferences, which I love. I also run Boot Camps in Bali, which are rocking! It is still work...but a pretty sweet office!

And believe it or not, I still teach classes locally and PT at any Anytime Fitness.

FPM: Do you have a manger or do you deal direct with sponsors?

SP: I always personally meet prospective sponsors and clients initially. My management are great but I need to know straight up if I have rapport and synergy with the client and our brands. It's better for them to meet me personally and hopefully fall in love with my passion, energy and 'can do' attitude. I never talk numbers or dollars in that first meeting but leave that to my management once a strong relationship had been forged.

FPM: How was it to be a trainer on TV in the early days? Did people you knew support you or did they think it would never last?

SP: All the people close to me are positive, likeminded and supportive. One of the earliest lessons I learned was to cut away the 'downers', permanently. Even in my mind, I thought 3-5 years for TBL. We are now running our 10th season. I believe TBL is the only reality show that transcends TV and gives everyday Aussie's the chance to change their future.

FPM: Apart from your skills as a PT, what other skills do you rely on to build your brand and your business?

“SPORT HAD ALWAYS BEEN MAJOR IN MY LIFE, ALL SPORT! YOU NAME IT, I PLAYED IT. I FELL HARD FOR THE COMPETITION BUT I EQUALLY FELL FOR THE TRAINING.”

SP: Way before TBL I had a full book of clients and classes, which I believe were down to passion, energy, respect and reliability. Even after 25 years in the industry I'm still 'frothing' when I'm training and teaching. I'm seriously like a teenager. You can have the best equipment, programs, gadgets and technology but still not gain and retain clients. Diversity is another key to success as a trainer in a gym. There's nothing I can't teach - spin, freestyle, step, Les Mills, HIIT, boxing, MMA, boot camps or circuit. If you want to call yourself a 'fitness professional' you will be more employable if you're multi-skilled.

I'm a technological dinosaur and still type like a 'pecking chicken' but my business and accounts are something I take very seriously. They may not be fast or fancy but they're always correct, because I do them myself. No-one cares for the running of your business like you should!

Me time is really just training now, usually two sessions per day, five to six days per week. Since the birth of our daughter Milla in November I've said goodbye to my seven surfboards, regretfully. Family and training take priority and as long as they're under control, so am I.

FPM: Do you ever get asked by other PTs to help them launch their career, and what advice would you offer them?

SP: As an ambassador at PT Academy I love helping young and enthusiastic trainers get skilled, trouble is they're hard to find. So many kids come out of various training organisations with their 'tails in the air and heads up their... well' and when offered help or advice it seems too hard. I have five or six young trainers who are made of 'the right stuff', currently under my wing. They are doing great, learning heaps of new skills, and all for free because I get a buzz watching them succeed.

FPM: what does the future look like for you? Have you a five year plan?

SP: I'm definitely not a five or ten year



plan type of guy. I believe in working hard and doing the best job you can but still having plenty of fun along the way. I'm not sure how much longer TBL will kick on, but once the train stops rolling I'm happy to get back on the tools as a PT/Instructor until the next little adventure comes along. As always I'll have two hands ready to grab it when it does.

FPM: How about your personal life? Does it get pushed to one side? Do you have goals for your own fitness?

SP: Family life, balance and time are of upmost importance to me. Even though I have a heavy schedule whilst filming, the rest of the year gives me plenty of flexibility and I spend more time with the family than most. I often travel but where possible take the family too. Over the last two years we've done 'work holidays' together in Bali, Thailand, Queensland and five Carnival Cruises!

My fitness is priority one....or two if my wife's reading this! I have a rule of never going more than two consecutive days without training, even on holidays. I still box professionally which demands maintaining weight and fitness. A normal week would consist of 2-3 boxing sessions (skill, pads, sparring),

1-2 HIIT classes, 3-4 resistance sessions, 1-2 spin classes, 1-2 WOD sessions and hopefully a run 6-8k on the weekend. Like I said I'm still 'frothing' to train.

FPM: Finally do you have a message for PTs who want to build their profile? Is it a worthy pursuit or really should they be more focussed on being great trainers and then actively building on the skills they have?

SP: To sum it up: Focus on being able to do everything. You don't have to be great, but capable of performing competently. In all your sessions create a time of passion, excitement and energy that your clients will fall in love with and keep then coming back, lining up at the door to get in.

Take your time to get skilled and study under lots of different trainers and environments.

If you're self-employed or running your own gym/studio dedicate the enough time (probably the majority) to promotion, advertising, exposure, publicity and retention. There's no use having the best product, equipment, trainers or methods in the world, if no-one knows about it! **FP**

CHANGE

the way you see your clients
the way you see yourself!

The PTA Global Bridging Course



MOTIVATE

Learn the power of the PDQ™ to connect and build TRUST with your clients using these groundbreaking Communication and Behaviour Change Strategies.



MOVE

Use Functional Anatomy and 3D Checkpoints™ to emotionally attach exercises to each client's individualised goals and unique Movement STYLE™.



DESIGN

Access over 840 periodised programs that apply Biomechanics and Energy Systems to help you physically match programming for MAXIMUM results.

BECOME A HIGH-PROFILE FITNESS PROFESSIONAL

Michelle
Bridges
joined The
Biggest

Loser program on Channel Ten in 2007. Back then, the average person was spending two hours per day watching television. Facebook hadn't launched its international operations yet and other sites such as Instagram hadn't even been heard of.

Fast-forward to today and there is so much online information and social media. It can sometimes seem as though the less talent you have, the more likely you are to become famous.



Fitness professionals such as Bill Phillips, Les Mills, Jillian Michaels and Bob Harper were all pre-social media. Now, we have the likes of Ashy Bines, Sophie Guidolin, Emily Skye and Tony Horton dominating social media platforms.

The challenge for a trainer today is trying not to get caught in the “time for money” cycle, where they see 60 clients a week, back to back, and can’t seem to take their business to the next level.

Perhaps you’d like to take your business and profile up a notch but you’re afraid you’re not good enough. Being so exposed

on social media might make you feel vulnerable to attack or worried that your insecurities about your skills and abilities might be found out.

The reality is there is only one Biggest Loser television show and the competition to be on it is fierce.

However, the good news is that social media has leveled the playing field: the mega-celebrities of the past are being replaced with people who have followers who love them. Social media has created greater access and connection, allowing individuals to build their own personal brands.

SOME KEY POINTS WHEN CONSIDERING WHETHER TO BECOME A HIGH-PROFILE STAR IN THE FITNESS INDUSTRY ARE:



Photo: Shutterstock.com

1. Know your purpose: Consider why you want to be a high-profile trainer. Do you purely want attention? Do you want financial security? Or both? Do you want the ability to sustain it? If you only want fame, you may be paid in ways other than cash, such as product endorsements or sponsorships. Looking good and taking a truckload of selfies can mean lots of followers but that doesn’t always convert to sales and income. As you get older, your market can change with you, so you need to keep evolving your personal brand. In today’s world, it’s more sustainable to be professionally famous. To do that, you need to uncover your thought leadership.

2. Thought leadership: Malcolm Gladwell, author of the book *Blink*, identified that those who can be defined as an expert have more than 10,000 hours of experience in their craft. They have made all the mistakes and achieved the results for their clients. Personal trainers who have become high profile have already honed their expertise with their 10,000 hours. They didn’t become big names overnight, although it might seem they did. Years of education, training, learning and refining their craft are what made them professionally famous. The key difference is they capture their expertise well with thought leadership.

3. Write, write and write some more: Publish articles and publish your book. By writing articles and blogs, you will attract people to you rather than you having to chase them. It’s much easier for people to reach out and connect if you’ve given them what they want. Today and for the near future, 75% of business growth and marketing is content. Michelle Bridges has written 10 best-selling books. Benjamin Franklin once said: “Writing is the beginning of all wealth.”

4. Build your tribe: You need to be able to connect with a specific audience rather than try to be all things to all people. A good example of this is Blogilates YouTube channel owner Casey Howe. Her tribe is on Facebook, YouTube and Instagram. Some people like her, some don’t, but 1.1 million followers say they do. She built her tribe by adding her value through her video blogs and counting on them being seen by a large audience. She’s bubbly and bright, and it shines through in her videos. Not everyone will like her style, but it’s not about that; it’s about finding a market you enjoy working with and creating valuable experiences for that tribe.

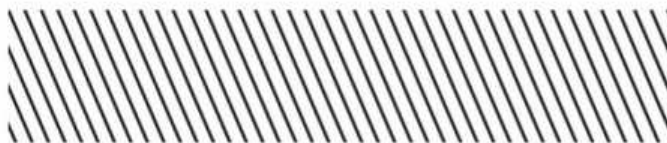
5. Define your uniqueness: There is only one Michelle Bridges and there is only one of you. What makes you different to every other trainer out there? If you can identify that, you need to amplify it and make it a key part of your personal brand. A good local example is Luke McNally, who built local business Mass Nutrition and runs workshops for those looking to advance their knowledge of body building. Luke is direct and doesn't pretend to be someone he's not. He constantly refines, tests and finds ways to improve and educate formulas. With clear thought leadership and technical skill, he attracts his ideal audience, which is interested in innovation and education. Is he on *The Biggest Loser* or TV? No, that's not who he is or where his passion lies, and certainly not where his ideal audience hangs out. Is he high profile? You could say yes. He is authentic, direct and challenges the industry, which makes him unique.

6. PR: If you have done the work and have your 10,000 hours of expertise and can educate, inspire and excite an audience, it could be time to talk to a PR agency. An agency will give you feedback on how marketable you are, based on your goals. It will take into account factors such as your followers on YouTube, Facebook and Instagram, etc. PR agencies charge about \$2500+ per month to pitch you to TV, magazines, etc. They can help with things such as media interviews, press releases and book publishing.

7. Speak: Being able to speak at business events, conferences and on television requires a different skill set to training groups. Speaking is one of the most underrated skills to grow your profile, but many dismiss it due to glossophobia: the fear of speaking in public. If you really want to launch into a bigger space, you need to be able to captivate your audiences, sell from the stage and handle live media. If you're prepared to get out there, have a professional show reel filmed and reach out to event managers, conference managers and event coordinators who run industry events.

8. Media: The television industry is declining. TV networks have laid off hundreds of staff in recent years and there is a real struggle to keep audiences watching television. The average person now spends two hours per day on social media, which means a lot less time watching television. Other media forums such as newspapers and magazines can be more beneficial. You don't have to be on TV to become high profile. However, you do need to be able to unpack your thinking and educate your audience. Michelle Bridges became famous at a time when people hung out on television. The good news is you can create your own channels and your own following. You don't need to wait to be a TV star.

It is possible to grow your business and raise your profile, even if you don't want to become a mega-superstar. Doing these things may sound easy, but they take dedication, courage and prioritisation. The best thing is that you'll make a difference to people and their health – if not locally, then across the planet. **FP**



JANE ANDERSON

Jane Anderson is a personal branding expert and helps experts in their industry to grow their profiles and businesses through their personal brand, blogging and speaking skills. She is the author of *IMPACT: How to Build Your Personal Brand for the Connection Economy* and the host of the #1 iTunes podcast, "The Brand You Show".

SAFCOL



Try new Safcol Ready to eat meals.

- ✓ High protein superfoods
- ✓ Omega oils
- ✓ Vitamins and minerals
- ✓ Delicious

Guy Leech
Australia's
Number 1
fitness Guy

Introducing NEW Ready-to-Eat Healthy Snacks

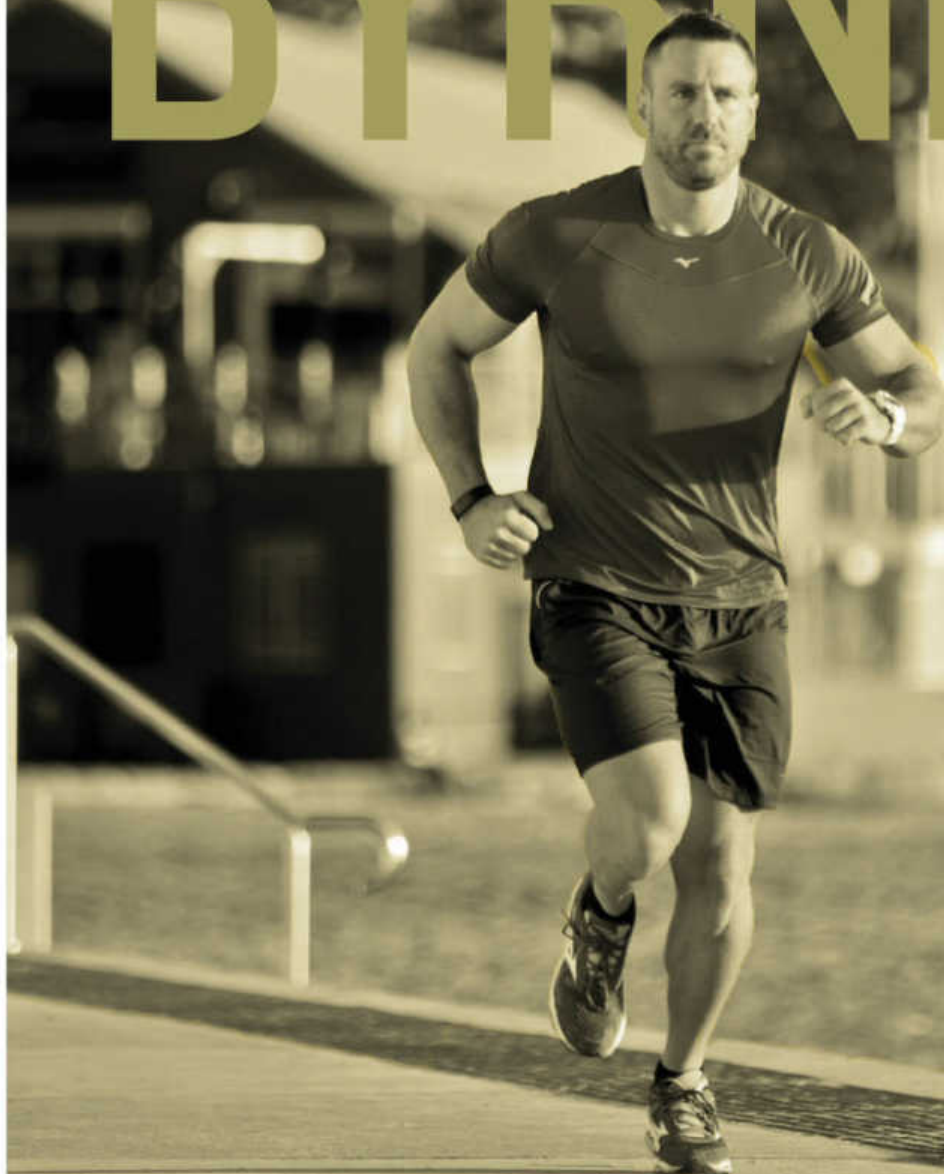
NEW



NEW **SALMON**
Ready Meal
with delicious Wild
Alaskan Pink Salmon

READY TO EAT • HEALTHY & NUTRITIOUS • HIGH IN PROTEIN & OMEGA • DELICIOUS FLAVOURS

CAMERON BYRNES





CAMERON BYRNES IS A PERSONAL TRAINER FROM SYDNEY'S NORTHERN BEACHES. He is quickly becoming familiar to more and more Aussies, being known as a Personal Trainer (PT) to the stars, a fitness model, and a health and fitness expert on Channel 7's 'Bringing Sexy Back'. We took some time to find out how he got to where he is today!

FPM: Congratulations on your career so far. Tell us a little about how you got started as a Fitness Professional?

CB: I always loved sports so for me moving into fitness was a 'no-brainer'. It was definitely difficult at the start but I have loved it more and more over the years. I first started out on the reception desk at a Sydney gym while I finished my study and before you know it I was on that gym floor filling up my diary with as many sessions as I could fit in.

FPM: How did you break into training celebrities?

CB: I have always made the statement that I only focus on results and when the celebrities would see the results of the people around them I then started to get a few taps on the shoulder subtly asking for help or advice.

FPM: Who have you trained of note? What was it like?

CB: I've trained the spice girl Mel B, getting her from her baby blow out back to her bikini cover body. Then there's been Larry Emdur who took out the Celebrity Men's Healthy Man competition, footy legend Steve Menzies (Beaver), Johnny Ruffo, Samantha

Jade, Stan Walker and Luke Jacobz (X-Factor host). I am currently working with Manu from My Kitchen Rules.

FPM: Do celebrities need to be treated differently?

CB: Well not really, they get treated the same as everyone else. In fact sometimes I can be a little harder if we have deadlines to meet. When meeting a new high profile client I have to just listen and observe them to get a feeling of who they are and their personalities. This is so that I can quickly build a rapport with them and find common ground we can relate on, that way we form a strong team mentality right from the start.

FPM: How was it to be a trainer on "Bringing Back Sexy"? Did the TV experience boost your career big-time, or was it one of many things that came your way because you take your job seriously?

CB: Being on Bringing Sexy Back was just like filming my every day stuff - always laughter, tears and a little drama. HAHA. I loved traveling around Australia to do it though, and I met some amazing people and got to help them get their life back. I already had a strong name in the fitness business but after being on the show I was able to build an online weight loss coaching program to

help anyone, anywhere to lose weight, eat healthy and take control of their life, and all without a gym membership.

FPM: Apart from your skills as a PT, what other skills do you rely on to build your brand and your business?

CB: Well like any business there are so many parts to its day-to-day operations. I'm the Health and Fitness expert for Men's Health Magazine. I'm a part of the Rebel Fitness team and I work with Lion Nathan to help educate people about the responsible drinking of beer. I do talks for Apple in store about Fitness technology and how It helps you reach your goals, I run my coaching programs and I hold corporate seminars on how to improve your lifestyle and I still have to fit in transformation projects in between all of that stuff. So now I have a Personal Assistant who magically co-ordinates my entire life. But the profile building side of the business is the toughest part and any PT would understand that there are more PTs out there than taxi's. So you must make your point of difference and stick to it like glue. ▶

“I ONLY FOCUS ON RESULTS AND WHEN THE CELEBRITIES WOULD SEE THE RESULTS OF THE PEOPLE AROUND THEM I THEN STARTED TO GET A FEW TAPS ON THE SHOULDER SUBTLY ASKING FOR HELP OR ADVICE.”



“I WANT TO MAKE SURE EVERYONE HAS THE RIGHT KNOWLEDGE AND ENCOURAGEMENT TO MAKE EVERY CHANGE POSSIBLE TO LEAD A HEALTHY AND LONG LIFE.”

FPM: Do you get consultants to help with your business or is it better to do what comes most naturally to you and hope it all works out?

CB: I have a business operations person who helps me organise my business, gives it direction and a plan. It is simply because I have great ideas but I don't always have the right plan of attack. He's the sensible one. I have my PA who helps me run the administration side of everything but all the training programs, food plans and recipes, social media posts and all video content is all developed by me.

FPM: What does the future look like for you and do you have a five-year plan?

CB: I have my eyes set on big things. I have big plans but a five-year plan often changes frequently so I work on smaller steps first. I want to, and will be the leading fitness expert in this country. They are huge boots to fill but I want that responsibility.

I want to make sure everyone has the right knowledge and encouragement to make every change possible to lead a healthy and long life.

FPM: How about your personal life, does it get pushed to one side? What about your own fitness levels. Do you have goals for your own fitness?

CB: Personal what? My career is my personal life. I live it, I breathe it and everyone around me is a part of that and I love it. I recently had

five days in Bali the first holiday in two years. It was amazing! I probably should have a little more down time but who has time for that, right? I'm trying to build and empire here!

FPM: Finally, do you have a message for PTs who want to get started in celebrity training? Is it a worthy pursuit or really should they be more focussed on being great trainers and then actively building on the skills they have?

CB: Always be careful of what you wish for. Training celebrities sounds awesome but in fact it comes with its own cautions. There's 4am sessions, 11pm training sessions, last minute cancellations, plenty of travel breaks and then there is also the food at their frequently attended functions and events!

I still believe knowledge is the power in this situation. The more you know the better the results you get. I say, be passionate about being a trainer and show your clients as much motivation and support you can give, get amazing results and then share that with your community. My success came from my commitment to getting results, and people could see that I knew my stuff. I'm just one of those people who doesn't give up until I get the result I want. There's a lot of job satisfaction in helping people look amazing, healthy and feel confident again. **FP**

CAMERON BYRNES



With a clientele boasting names from international superstar and former Spice Girl, Mel B to KIIS FM's radio host Jackie O and recording artist Samantha Jade, Cameron Byrnes has built a reputation in Australia as an expert in his field.

Cameron's passion and drive to motivate people to lead a balanced lifestyle has led him to be the successful trainer and fitness consultant he is today. Cameron is one of the official ambassadors for the 2014 Ocoober campaign. Raising funds for Life Education, an organisation that focuses on health education in schools around Australia

www.cameronbyrnes.com.au

This is not just fitness trainers having fun on Bondi Beach.
It's @king_david85 @aledbarry @marcusbondibeach and @maxthebody



Photo credit - Nikki Brown @nikfilms

HIGH-INTENSITY SOCIAL MEDIA POWER-TRAINING

By Marcus Bondi

SMART FITNESS PROFESSIONALS MUST STRENGTHEN THEIR SOCIAL MEDIA MUSCLES TO LEVERAGE GLOBAL BRAND POWER!

You might be the hottest trainer in the world, with a great attitude, shredded body and amazing exercise programs, but it all means a big, fat, zero if you are not inspiring as many people as possible to be their best. And the best way to inspire as many people as possible is through social media.

The importance of social media is proven every year at the National Fitness and Health Expo, as it stars top fitness professionals with huge social media

followings from around the world. This year was no exception; it was exciting for me to meet and learn from those individuals who have built global success through effective social media strategies and interactions.

One of the key celebrities of the Fitness Expo was Hollywood Trainer and social media guru Max 'The Body' Philisaire, or as he is known on social media, @maxthebody. He is best known for his incredible physique and spiritual approach to health and fitness, high performance techniques and his ability to motivate others. But no one would know about Max's total awesomeness, if not for his clever and strategic use of

social media to create and propagate an inspiring fitness narrative based on his training philosophies. Max's social media stats are truly impressive: Facebook 2m, Instagram 210k and YouTube 100k. But keep in mind, he started with zero social media capital; he had to make it happen, one step at a time!

Before becoming 'The Body', Max struggled with his own battle of motivation, direction and confidence. Yet, he was determined to achieve his fitness goals. While deployed in Iraq, he used his bodybuilding training as a survival tool to keep himself and his fellow soldiers motivated. Max now leads

by example and has launched the Hollywood Body Club and shares lifestyle insights to people around the world through social media.

Also appearing at the Fitness Expo was Britain's super-trainer David McIntosh, @king_david85. At the age of 16 David fulfilled his childhood dream of becoming a Royal Marines Commando, one of the hardest and longest military training regimes in the world. He served in many conflict zones from the Gulf, Iraq, Afghanistan, and Somalia to Northern Ireland. Upon leaving the Marines David landed a role of Gladiator "Tornado" on SKY 1 hit show 'Gladiators'.

David pursued his passion for fitness by running 'Next Generation Fitness', a company bringing fresh new ideas to the fitness industry, and he travels around schools and youth centres in the UK training kids, teaching them the importance of living a healthy lifestyle. He has also launched his own apparel brand Devil Dawg Gym Gear. David's social media stats are also impressive: Facebook 37k, Instagram 156k, YouTube 20k. Just like all of us, David started with no 'followers' so he had to make it happen.

As a fitness professional, it's up to you to ensure that your brand is being optimised to its maximum worldwide potential. Trainers like Max and David have proven that the most efficient and measurable communication method is via the spectrum of digital/online (social) media channels. Clever use of digital

media will do the heavy lifting to hoist your brand interactions to the highest levels; so you can focus on developing your personal excellence to perpetually back it all up.

IDENTIFY YOUR 'USP' AND LEVERAGE IT THROUGH SOCIAL MEDIA

Every fitness trainer has a field or discipline that they are passionate about or in which they excel. You must identify on your fitness passion and exploit it to the max! The options are limitless. Take into account the needs and desires of your client market. Whether it's strength training, aged training, rehab, netball, soccer, cross training, running, boxing, nutrition, weight-loss, sports-specific or whatever; you must decide and lock in a specialty that is yours to co-opt to your own 'brand' as a fitness trainer. This will be your 'USP' – your Unique Selling Proposition. It's also best to have the same, easy-to-remember 'handle' (name) that relates to your USP across all your social media accounts.

EVERYBODY SEEKS USEFUL INFORMATION

You must build comprehensive online social-media platforms to service your fitness business. Post useful health tips and exercises on YouTube, Instagram & Twitter; it may get picked up globally; then your subscriber base will explode! Offer to send your clients updates on their progress or even random nutrition, motivation and fitness tips to get them through the day. **FP**

MARCUS BONDI'S TOP TEN SOCIAL MEDIA TIPS

- 1. Select the best social media platforms;** for fitness I suggest Instagram, Twitter and YouTube
- 2. Lock in a unique, relevant and easy-to-remember account name** - keep it the same across ALL your social media accounts
- 3. Use each platform's analytics facility to research what is working for you and what is flopping!** If a particular site/platform is just not working for you, know when to quit and start fresh.
- 4. Know the best times to post to reach your users.** Keep in mind global time zones.
- 5. Offer useful, concise tips and advice** that will get your audience interested and involved.
- 6. Use bold, sharp, uncluttered images** that are instantly attractive and self-explanatory.
- 7. Cross-link all your social media** back to your website for instant updating.
- 8. Build alliances with complimentary businesses;** so you can help/feed each other
- 9. ALWAYS be positive and polite.** All the time. NO excuses. Don't respond to trolls. Just delete.
- 10. The best time start in social media was 10 years ago.** The second-best time is NOW! Get to it!

BIO

Author @marcusbondibeach has had over 20 million hits on his YouTube and website and is the Official Guinness World Record holder for Rope Climb and Weighted Chin Ups.

You can check out the websites of the fit looking guys in the main photo at

kingdavidmcintosh.com | maxthebodyclub.com
aledbarry.com | marcusbondi.com

MAX MARKSON



**CAMERON BYRNES IS
A PERSONAL TRAINER
FROM SYDNEY'S
NORTHERN BEACHES.**

He is quickly becoming familiar to more and more Aussies, being known as a Personal Trainer (PT) to the stars, a fitness model, and a health and fitness expert on Channel 7's 'Bringing Sexy Back'. We took some time to find out how he got to where he is today!



FPM: You're known as 'Mr Fame', how well connected are you? And how does a touch of fame add to a marketing plan?

MM: I got started in 1982. My aim was to build a business that brought the big names to Australia, and then get those big names the reception they deserved. I have hosted the likes of Nelson Mandela, Bill Clinton, Al Gore, Mike Tyson and Mr Schwarzenegger.

Such profiles need to be protected and successfully delivered to the best channels our media world can provide. When I sign a client that is famous or just getting started I get them what they need. I can call producers of all major TV programs, papers, magazines and get things happening, things that the media are hungry for, and things that leverage the reason why the celebrity is available for an interview or story.

Here is how it works...From a media view I deliver content and good stories. The media channels want the good stories and good angles and I create those. If the media contact me I always respond, and they know that when I say I will do something it gets done!

If you are a new client and you want to get started I spend time with you and help you find an angle that the media will grasp on to. What is it you offer?

You might not even be the best, but the media is always hungry for the next diet, or workout or amazing program that will let them host a story around weight loss, or amazing results. I help you find your best angle and take that to market.

I spend the time and get personally involved. If you want to get on TV then you need a worthy story! You need the latest sensation: an ab workout, a diet or mum's story. 'Before and afters' are always gold. These simple approaches work nearly every time.

FPM: Over the last 40 years the fitness industry, in one form or another has produced some very lucrative names. Do you think this pattern will continue?

MM: Health and fitness right now is hotter than ever! I have represented Commando Steve, Hayley Lewis, Ray Lennard and so many more and with each person the approach is quite similar. Twenty-five years ago I got Jane Fleming into Woman's Day. She wrote a column every week in that mag for years. It was based on the same approach I have mentioned above.

People are now more aware of the need for health, and so that is a perfect path to getting into mainstream media. People are searching for new ideas and methods, they are hungry for information...if we can deliver that, there are media channels that will take your message to the population.

FPM: Many fitness profiles hope to build their career and become a fitness star. What advice do you have for them?

MM: Fact – the media want only what the people want. So the truth is that if you can deliver what the people want you are half way there. It is something you can plan and make a strategic approach towards. I plan it around an angle, look at a book- you need that angle to make a different. Media want only what public want. Then you are in the game. If not controversy then a success story- it needs to have an angle.

Once you have found the angle I suggest you try to get your own coverage in the health and fitness sector. If you can

“PEOPLE ARE NOW MORE AWARE OF THE NEED FOR HEALTH, AND SO THAT IS A PERFECT PATH TO GETTING INTO MAINSTREAM MEDIA.”

get in Body & Soul in the newspaper, it has 2million readers! A goal worth reaching for. Other huge circulation print channels are Women's Day with 400-500,000 sales! A page in that magazine is a real win.

Now with such a wide variety of media, you do have more options. Traditionally there was TV, radio, Print press etc, now we have the massive online channels that you can build yourself and then use to your own advantage. Twitter, Facebook, Instagram and LinkedIn are the main ones that will get you traction. If you are a master of these channels you can create your own magic! It is in your hands. It is free, and you get instant coverage... and you can respond! I suggest you build that channel and work it strongly.

FPM: How else can you build your profile?

MM: You have a few options. The first is, you need a publicist who works out your campaign and makes it happen. Develop your angle and then market it with a Public Relations program. You will need a publicist to help you. A good publicist will have the contacts and relationships to get you where you need to go much quicker. Another option is to look at your local area. You can get a start by training a local major or person of some note. Do the before and after and get the story in the local paper. Make sure you do a deal with the subject, that A; they tell everyone that you are the one who trained them and got them into their best ever shape. B: they stay in shape long enough for you to capitalise from it! Very important, you must get them in the local paper while they are in great shape or you have just trained them for nothing! Safeguard the client / ambassador.

Get a success story and it works every time. With Hayley Lewis we did the before and after tied in Jenny Craig... bang! Great results all-round.

FPM: What are the most likely mistakes a person will make that might de-rail their rise?

MM: Good Question. Not sure you will like the answer but the big message to your readers is that most media channels are not really that interested in how a PT thinks they are getting a person really fit. Most people just want to lose weight. Yes, you may have made this lady really fit, but what the media will grab is the weight loss! Great to be fit, BUT to lose weight is what makes the news! Again I say, "Go the weight angle. Train and help your clients with the diets that create fat burning machines." The mass market wants to get fit and lose weight. Harness the weight loss angle and you will get in the media!

A raving fan is what you want! Makes great reading or TV every time!

FPM: What skills will the successful media fitness guru need?

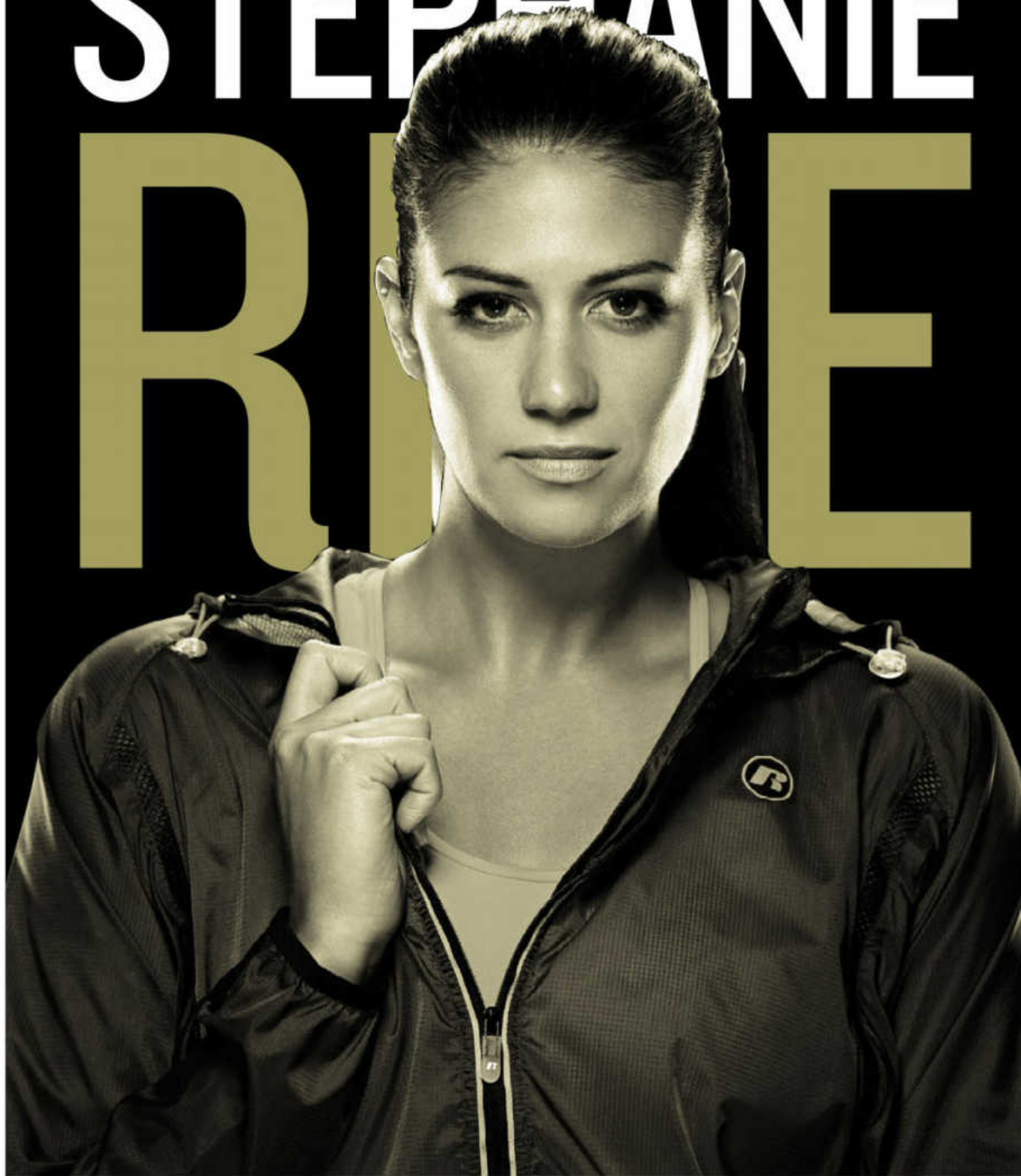
MM: The basic presentation skills are needed. In some cases it is just a matter of getting as much exposure as you can to the media. You will develop the skills and get used to answering questions. My client Jeff Fenech was not good to start with but he developed great communication skills purely from his exposure to the press.

FPM: How much money can be made by becoming a motivational speaker/presenter? I have heard a good presenter gets \$3000 for a 90 min presentation? Is that right? How good do you have to be?

MM: Don't be fooled. There is not a big market unless you have a TV profile. And as we know there are very few TV job for Personal Trainers! Budding musicians now have great chances to get on the X-Factor, or one of the Talent shows, but such shows don't exist for the Personal Trainer. **FP**

STEPHANIE

RILEY





STEPHANIE RICE IS A SWIMMING OLYMPIC CHAMPION. The talented swimmer first caught Australia's attention in 2006, when at 17 years of age, she won gold in the 200 and 400 Individual Medley at the Melbourne Commonwealth Games! While now a retired athlete, Stephanie still keeps herself very busy promoting a healthy life for Aussies.

FPM: Congratulations on your amazing career so far! And, and now you've added a huge wellness and fitness component to this career. Tell us a little about how you got started and especially about the transition from Olympian to Fitness Presenter?

SR: Thankyou very much. I started swimming as any kid does through 'learn to swim' school. I have always loved being in the water, and everything progressed from there. Through my career as an athlete I have worked with some incredible people in the health space from sport scientists, nutritionist, kinesiologist's, PTs and many more, so I have a very broad knowledge of this space. So I wanted to share some of that knowledge of my experiences through a book so others can learn too.

FPM: Tell us about your career now. You have sponsors, e-books and you present on TV to name a few. What is the extent of what you do?

SR: What I love most about what I do is that every day is different. This is very different to the lifestyle I had as an elite athlete, which was very regimented and scheduled. I think the only way you become clear on what you are really passionate about is by trying everything out. I do a lot of public speaking, swimming clinics around the world, private swimming lessons, mentoring, brand collaborations, sponsorship, TV work and more. It's fantastic and I am very blessed!

FPM: Have you studied or trained in this area?

SR: Everything that I know is through my personal experiences. I have no inclination to study at university, as the format of learning is not for me. Some people need it for their career but I have lived and breathed everything that I

share, and everything I share is based on my opinions.

FPM: How big is your reach worldwide now? Do you use social media or what is your best channel for getting your message out?

SR: I have a love-hate relationship with social media as I think it can be incredibly fake and ego-driven, but I do think it's a wonderful tool if you know your brand and what you stand for. Swimming is a worldwide sport so my following and reach is global. I do swimming clinics all around the world like Australia, USA, Mexico, Singapore, Indonesia and I'm heading to the UK, Dubai and India next year for more. I love travel and I love connecting with people around the world and sharing my knowledge. It's what fulfils me the most.

FPM: I see on your website you use some fun videos of your various forays into different training. What training do you do for yourself at present?

SR: Yes I wanted to test-drive a number of sports to compare them based off a number of different components, like calories burnt, average heart rate, fun factor, pain factor and it's great seeing other people outside of their comfort zone. I have no fitness goals as such and love that right now, I do what I enjoy to do at the time and what feels best for my body. My focus right now isn't on fitness, it's on business so you have to channel your energy towards your goal whatever they may be.

FPM: Apart from your skills as a trained athlete, what other skills do you rely on to build your brand and your business?)

SR: Well, one of the things I think is the most important in anything you do is to STAY IN YOUR LANE. Don't try and do everything, do what you're best

at and work with other people that are great at areas you need help with. Don't get me wrong, you always have room for important but don't ever jeopardise your unique gifts and skills to be mediocre at everything...just be the best at one thing and you will have people wanting to be a part of your team based on that.

FPM: What does the future look like? Have you any plans you can share about where you see your brand and its delivery to the masses heading?

SR: I like to work in one-year projections. I have some huge goals for next year and I am always thinking big-picture. I definitely have some five-year goals but they aren't attainable right now but that's what motivates me for every day. You need a goal! I will focus a lot of my attention next year on global swimming clinics and mentoring other athletes, launching my kids swimwear brand RACERiCE, travelling to new countries and sharing my insights and knowledge with other athletes and businesses to help them be the best at what they do. My passion now is to give back and share what I know so other people have the drive and determination to be the best in the world and achieve their goals too.

FPM: Finally do you have a message for PTs who want to spread their wings and create a multi-channel income business like yours?

SR: Look at what other successful people are doing and copy them. Who's your inspiration? Who do you want to emulate? What do you stand for? When you know the answer to these questions, indulge yourself in finding out more about how they got to the top and start step-by-step to implement that for yourself. **FPM**

TEACH YOUR CLIENTS TO BECOME WEEKEND WARRIORS



In the last decade as a personal trainer (PT) I would have to say that one of the major factors I see preventing people from achieving their goals is their inability to take control of their weekends. I'm sure many of you are nodding in agreement with me.

Let's face it most clients are great at sticking to their training and nutrition plans during the week but as soon as Friday rocks up we find them swapping their Nikes for stilettos and their coconut water for rum and coke. And then the justification begins. 'But Karen, surely I've earned a little bit of fun. It can't be all hard work. I still want to enjoy my life.' Sound familiar?

I'm sure if you have been a PT long enough you've heard this more times than you can remember. You know every justification and every excuse in the book. Let's be honest human beings are the masters of b*&%...OK, let's be polite and call it 'justification'.

But if we want to evoke massive change in people's lives we have to get good at calling out this behaviour and turning it around. We need to get good at challenging our clients, but most of all inspiring them towards positive and consistent change.

The reality of the weekend

Most clients really don't understand the power the weekends hold in their desire to get leaner, fitter and healthier. They

believe that if they just stick to the program Monday to Friday surely that is enough.

However we know that one binge weekend CAN and WILL UNDO all the hard work they have put in during the week. And if they don't believe you tell them to weigh themselves Friday morning and then Monday morning and see happens.

Clients don't realise that they can stack on 1-2kgs with binge eating and drinking in one weekend. If they do that every weekend they will find themselves hitting a brick wall fast. They will try and sell you a sob story of how hard they have trained and how much they have stuck to the nutrition plan. Insert disclaimer – Monday to Friday is technically Monday to Thursday as Friday night was a blinder!



Photo: Shutterstock.com

MY TOP TIPS FOR BECOMING A WEEKEND WARRIOR

1. Train on the weekend.

Get your clients in the habit of training on both Friday and Saturday. This will help balance out any faux pas they might make on the weekend and will also make them feel more empowered to make better decisions around food and alcohol.

2. Set goals around alcohol.

Many clients struggle to get results because their consumption of alcohol is just too high. And as we well know when they have a heavy drinking weekend their intake of junk food increases substantially. So it is important to educate your clients on the energy value of alcohol and its effects on fat loss. Also set targets for them of no more than two standard drinks over the weekend. Challenge them that for every drink they go over that they need to do a 20-minute interval sprint session to counter-act it. They will soon get the message.

3. Teach them how to eat out with ease

So many clients make excuses around their results because they have busy social lives and can't control their food in those scenarios. And let's face it telling them they have to stay at home is not realistic and nor should it be.

Education is the key here. Teach them how to make menu modifications. Teach them how to always seek out the very best option on offer and if there isn't one to eat only a small

plate of food and to eat properly when they get home. It's not like they are going to starve! Simple change requests like, "Can I have salad instead of chips?" or "Can I add some steamed greens?" If it's a brunch to order the poached eggs and ask them to do it on one slice of wholegrain bread and to add avocado and spinach leaves. I have never been turned down when requesting simple menu modifications. The key in my mind is not to preach to people. Simply tell clients to go about living in their new way and to let that be their story. If people get curious, fair enough, they can answer their questions. However keep it light with comments such as, "no big deal really, just trying to make healthier choices."

4. Sunday Food Prep

Teaching clients the process of Sunday food prep and menu planning is a key responsibility of a good PT. We absolutely know the importance of this process in order to stay on track. Video or provide detailed notes on how you do your own food preparation and show them how easy it is. Planning and preparation is the key to success for a busy life. I mean who has time during the week to spend hours over a stove. I make sure that I spend an hour or two on a weekend pre-preparing all my veges, salads, and proteins for the week ahead so I can prepare a family meal in under 20 mins. Teach them the same skill.

5. Feed their inspiration

Teach your clients to spend 15 mins a day reading a motivational/health and wellbeing book that will keep them inspired in their journey. Keeping a health and fitness journal either written or as an APP is also a great idea. I invest a lot of time in energy in sending my clients little nuggets of motivation and inspiration. I make it my mission every day to feed their journey just a little bit more.

6. Social media

Encourage your clients to follow people on Instagram and Facebook that are aligned with their new health and fitness goals so that they can learn and be inspired by their lifestyle. Social media cops a bashing especially when you mention Instagram, but I'm not asking you to get them to follow Beyoncé's booty! There are some awesome people out there who can give clients excellent ideas on how to eat better, train better and live better. Better still, encourage them to create their own Instagram account for their journey and watch the sudden accountability to their followers

influence the decisions they make each day.

7. Encourage recreational activity on Sundays.

I love to inspire my clients to get their family involved in their new healthier lifestyle by challenging them to something like a game of tennis or touch footy with their kids. Too many families waste their Sundays in shopping centres making purchases they don't need and adding to credit card bill. Instead encourage your clients to bond with their family through fun, healthy activity.

8. Show tough love.

Don't be afraid to show your clients tough love and to ditch the excuses and the justifications. Challenge their language and their behaviour, but always say it in love and do it in a way that inspires them to change and not to just feel bad about themselves. Share with them that the weekend is the time when everyone's excuses and justifications come out in full force and are so elaborate and believable that we almost have ourselves fooled. But they are the very reason they are not getting the results they crave.



Photo: Shutterstock.com

MY FAVOURITE EXCUSES AND JUSTIFICATIONS

Here are some corkers and how I handle them with my clients:

“I’ve earned it this week. I’ve trained my guts out and dieted hard, I’ve earned a treat here and there.”

This kind of thinking is exactly why you are stuck and not getting results. Rather than seeing food as a reward, choose a non-food based one such as a massage, a facial or a new dress.

“I don’t have time on the weekends to eat well as I’m running my family around everywhere.”

You mean the apple and packet of almonds doesn’t fit in your handbag?

“I’ve been so good all week a few drinks won’t make a difference on the weekend.”

Really let’s test that theory with a weigh in on Monday hey?

“My body needs a rest.”

Yes, I agree and it’s called SUNDAY.

“My family needs me and it’s selfish to exercise on the weekend when I should be spending time with them.”

Actually as your child’s biggest role model aren’t you in fact responsible for showing them how to live well by taking care of the body entrusted to us?

“I had to eat what everyone else was eating or it might offend someone or draw too much attention to myself.”

Most people are too busy eating and drinking to notice. But in all seriousness are you living to please others or to fulfil the values and destiny that you have chosen for you and your family?

Be real and be relatable

However to summarise I think it is important we remember to stay real and relatable with our clients and not to be all kale and quinoa. To be honest it drives the average person nuts and usually encourages the exact behaviour we are trying to change in them. Do we really evolve beyond the rebellious teenager who does the exact opposite to what they were ordered not to do?

I prefer to show my clients simple and effective ways to still get results but to enjoy the process as they do so. I like to also share my own challenges and moments of weakness so they know it’s not about perfection but rather consistent progress.

I want them to know that I acknowledge their struggles and feel them too but that together we stay equipped and empowered to push past them. **FP**



KAREN REEDMAN BIO

Karen Reedman is a Personal Trainer and Life Coach with over 9 years of experience embracing a mind, body and soul approach to lifestyle change.

During this time Karen has worked with hundreds of clients to help them achieve lifestyle, health and fitness goals. She has shown plenty of creativity and innovation in her approach, launching her transformation challenge culminating in an annual calendar, achieving recognition from major fitness media. She and some of her most successful clients have appeared in the likes of Women’s Day, Shape and Body and Soul.



BEST FOOT FORWARD

Addressing foot pain while training

BY KARL LOCKETT

An important part of a personal trainer's role is to know their client's fitness level, and what their bodies are capable of throughout a training programme. However, when pain or injury interrupts the planned regimen, it becomes even more important to know how to advise clients best in order to avoid further discomfort or ongoing injury.

In regards to foot and leg pain, there are several common issues which trainers are likely to come across, especially with new clients who may be overzealous and go too hard too soon outside of your guidance, or there may be problems present with

aged clients or overweight clients. Some foot and leg pain is due to overuse of muscle groups which haven't been properly conditioned and hence causes strain, but other conditions can be pre-existing within an individual's foot, knee or leg, which is then exacerbated by exercise. Once foot and leg pain turns into an injury it can rule out a lot of lower body exercise and cardio until resolved, so prevention is, as always, better than having to find a cure.

When a client complains of foot or leg pain, you can make some general observations to get an idea of what the problem may be. Observe them in a weight bearing position, their

running technique on a treadmill, or take a look at the wear on their running shoes – this will give you a sense of whether their biomechanics are off.

Some common foot issues for any personal trainer to be aware of include: Plantar fasciitis, Heel spur, Achilles Tendonitis, Shin splints and Morton's Neuroma. All of these issues require a visit to a podiatrist and should be the recommendation for proper diagnosis and treatment, but there is some basic advice that personal trainers can give in the interim when a client presents with an issue.

Plantar fasciitis

The plantar fascia is a band of connective tissue that runs along the sole from the heel to the ball of the foot to keep the bones and joints in position. Plantar fasciitis is a condition involving this large ligament-type structure in the sole of the foot that can cause heel pain and arch pain. The plantar fascia becomes inflamed and irritated at its attachment at the base of the heel and it can sometimes have small tears. When due to an injury, over time, the ligament can calcify and form a bony growth. Plantar fasciitis can take a long time to subside so treatment is essential.

Causes: Tight calf muscles, flat feet, an increase in body weight, soft shoes, poor foot function, and suddenly overloading the foot with exercise are just some of the common issues. If due to exercise, the client has significantly increased the workload on the foot over a very short time frame. The foot is unable to cope with this increase in stress and ultimately the muscles, tendons and ligaments will become overworked. As the fascia is unable to stretch, it pulls away from the heel bone and becomes strained or torn.

Signs and Symptoms: Clients may describe the feeling of a stone bruise underneath the heel. Plantar Fasciitis usually causes pain when the foot hits the floor first thing in the morning, and after being on the feet for long periods.

Preventative measures: The best form of prevention is long, sustained stretches prior to exercise and afterwards.

EXAMPLE CALF STRETCHES

1. One foot back, one foot forward (positioned like a long stride)
2. Both feet point directly ahead
3. Back heel stays on ground – do not lift
4. Back knee straight
5. Make an arch - Roll that back foot to the outside edge slightly to stop foot collapsing but keep hips centred
6. Don't bounce, just hold.
30 seconds per stretch
3 x per leg
3 x per day

Stretches are best performed when the muscles are warm and are longer than when cold. Start gently each time - Don't over-do each stretch or you may injure the muscle or tendon.

However if a client's problem is due to flat feet, or an increase in body weight, then these issues need to be addressed by a podiatrist. A foot specialist can assess whether shoe inserts are needed to correct the arch and pronation in flat feet, or perhaps advise on shoes that can better support extra weight.



Heel spur

A heel spur is a bony growth, which can only be seen on x-ray, but it can be flagged by a tender patch at the heel on the sole of the foot.

Causes: Often associated with Plantar Fasciitis, a heel spur occurs when stress on the heel bone causes a bony growth.

Signs and Symptoms: It is estimated that about one in 10 Australians have heel spurs without any symptoms. The spur itself does not cause the pain, but pain may be associated with inflammation in the area. You client may complain of a lump at the heel but prior to that there is likely to be the signs of pain from Plantar Fasciitis.

Preventative measures: As before for Plantar Fasciitis, avoiding overworking and overloading the foot, plus lots of calf stretching are the best measures.

Achilles Tendonitis

Achilles Tendonitis, Achilles tendinitis, also known as Achilles tendonitis, is inflammation of the Achilles tendon. The Achilles tendon connects your calf muscles to the back of your heel bone. It allows plantar flexion at the ankle joint, which lets your heel lift off the ground as you move forward when walking.

Causes: Stress on the tendon due to tight calves or poor biomechanics is the usual cause. Achilles tendonitis is an overuse injury that is common especially to joggers and jumpers, and may occur in other activities that requires the same repetitive action. People who make the same motions over and over in their jobs, sports, or daily activities are more likely to damage a tendon. An aged client or one that suffers from a weakened tendon over time is more likely to get an injury.

Signs and Symptoms: Clients may describe pain, stiffness, and loss of strength in the affected area, especially during the night and in the morning. If inflammation is present the Achilles area may be tender, red, or warm, and they may even notice a crunchy sensation when using the tendon.

Preventative measures: Calf stretching is paramount, as tight calf muscles are the pre-cursor to most injuries.



Shin Splints

Shin splints is overstretching and inflammation of the muscle against the shin on the inside and back of the leg. When left untreated they can become one of the worst running-related injuries to hinder a workout.

Causes: Shin splints are common in runners with flat feet or those with excessive pronation (feet roll inwards into the arch). A primary culprit causing shin splints is a sudden increase in distance or intensity of a workout schedule. Poor shoes can also be to blame for inflaming the problem.

Signs and Symptoms: Tenderness on the shins will be present, and a tight Achilles or weakened ankle may also be associated.

Preventative measures: A correct gait when running is key. A heavy heel strike causes rapid pronation, stretching the shin muscles and forcing them to work harder. Advise clients to avoid strain and injury with a flat, midfoot landing. This might mean shortening stride length.

Morton's Neuroma

Although a neuroma is a benign tumour on a nerve, Morton's Neuroma is not actually a tumour, but simply a thickening or swelling of the tissue that surrounds the digital nerve leading to the toes (usually the third and fourth toes). If left untreated nerve damage may occur.

Causes: High heeled shoes

are one cause, as well as bunions, flat feet or hammertoes, and carrying extra body weight can also add to pressures on the foot and cause Morton's Neuroma. Narrow fitting footwear can also compress the forefoot, putting pressure on the nerve.

Signs and Symptoms: Pain,

tingling, numbness or burning, which is relieved by removing footwear and massaging. There may also be a sensation that something is in the ball of the foot.

Preventative measures:

Clients should avoid wearing poor-fitting high heels that squeeze the toes together at an angle, especially for

lengthy periods of time. If weight is the issue then this is a work on progress that is already being addressed by their training regime, but it's important they have supportive trainers to distribute their weight properly throughout the arch. Orthotics can be used to unload the forefoot.



Rest and Recover

In all instances whenever minor foot or leg pain or injury is present, training programmes need adjustment or even delay until recovered.

Soft tissue injuries require the usual initial treatment of RICE - Rest, Ice, Compression and Elevation. If tendons have experienced tears then these will take at least 6 weeks to heal, and the use of an immobilisation boot is usually required.

Exercises to avoid in particular include skipping, sprinting and any stairs. Instead, focus on exercises for the upper body, such as arm weights, back and abdominal work. Swimming is a good low-stress alternative in most cases.

Clients should be advised to see their podiatrist for any recurring foot or leg pain, or pain that persists for more than a few days, and doesn't settle once exercise has been stopped. **FP**

Photo: Shutterstock.com



KARL LOCKETT

Karl studied Podiatry in Manchester, England and graduated in 1998 with honours.

Being an athlete himself, Karl understands the body and how different types of injuries can affect an individual. He has played semi professional soccer and enjoys middle distance running.

He has specific interest in foot function and biomechanics, and works with muscular skeletal conditions (including tendon and nerve conditions) and orthotics. He has vast experience and success in treating plantar fasciitis and Heel spurs.

5 QUESTIONS TO ASK A POTENTIAL MENTOR

By Anthony Mitchell

Here are 5 questions you should be asking your advisers and mentors whether they are accountants, planners, or mortgage brokers. If they can't answer these questions for you, you should consider whether you have the right person advising you.



Photo: Shutterstock.com



1. How many income streams do you have?

The average millionaire has seven sources of income and multimillionaires have many more. If your adviser doesn't have multiple income streams then how can they advise you to do the same?



2. What percentage of income do you earn passively from these other income streams?

Yes, we can all have two jobs or a second business, but what about your income sources that doesn't require your presence to be there?

When someone has multiple passive income streams from property and businesses this person has been where you need to go, and has been through several challenges to get there. Plus, it's likely they have systems in place to duplicate themselves, which shows true financial intelligence.

If they can't tell you within five minutes what their percentage of passive income to earned income is, find someone who can.

Asking and divulging this percentage number is not rude as this is just a % figure, your not asking them how much money they make or how much their worth.



3. What mistakes have you made?

If they tell you they haven't made any, RUN! And run as fast as you can! You will find that people, who have real wealth, with passive income from multiple sources, have made plenty of mistakes and are more than willing to share them with you.

Succeeding in life is more about how you deal with adversity than how you deal with winning. I have made some great decisions in my business, investing and personal life and some awful ones. I will share them with you if you ask, so that you may learn from my mistakes.



4. What processes have you automated?

Running a large portfolio of business income requires some automation, and the automation process is even more important when it comes to multiple businesses. You want to know what processes they have automated, or delegated to other people.

As you grow you realise that you can't do everything yourself, so you have to automate or delegate.

When you ask this question you also find out what is the part of the process that this person doesn't like doing, or is the least profitable for time spent. Often these tasks will be delegated or automated; allowing them time to do the tasks with the real profit potential performed by the individuals themselves.



5. What has been the single greatest contributor to your success?

This may be hard to answer for truly successful people, as success does not come in one form, but rather a coordinated team effort. You will find that they will list things like persistence, hard work, planning, goal setting, and the right mentors!

Keep pressing them as they should list of a few items here, get them to nail down something that was a light bulb moment for them, or something in the early days they did consistently and try to get something you can use.

Instead of taking "hard work" as an answer, ask, "Hard work on what specifically?"

Have a great year!

Mitch **FP**



DEFY LIMITS

Photo: Shutterstock.com

Musashi, one of Australia's most trusted and revered sports nutrition brand was established in 1987, and named after the famous Japanese philosopher and swordsman Miyamoto Musashi. The brand initially launched with a range of 5 amino acid blends in accordance with an ancient Chinese understanding of man's elements – "These elements allow us to see ourselves as a function of our endocrine system and so predisposed to a biochemical typology".

Working alongside some of Australia's highest profile athletes and powered by a commitment to push the boundaries in sports nutrition, the brand grew and expanded the range to include protein powders, bars, drinks and amino acids designed to help improve the sporting performance of athletes and the general wellbeing of active people the world over.

28 years on and the Musashi brand remains renowned for offering a full spectrum of sport nutrition solutions sourced from the highest quality ingredients. Driven by an obsession to innovate with scientifically supported and proven products, Musashi prides itself on assisting the performance needs of athletes from the elite to the everyday level.

Musashi, is committed to offering the highest quality supplements, that are both backed by science and formulated specifically to help you defy your limits. Inside our Informed Choice certified, manufacturing facility, the Musashi Team implement best practises, testing raw materials and finished product to ensure only the best formulations are sold in store. The strict quality control principles ensure that what you see on the Musashi labels is exactly what you are getting from the product – there are no

proprietary blends or banned substances here!

The team at Musashi pride themselves on building their formulations from the ground up, based on science and not marketing spin, where no detail is left unconsidered. Through rigorous evidence gathering, the product development team expertly bring together the Musashi formulations with therapeutic doses of the key ingredients, meaning you consume the right doses of the active ingredients to feel the full benefits from the product.

Musashi has a range of products to help Build Bulk, Train and Recover or Shred & Tone. Visit www.musashi.com.au for more information on nutrition plans, training programs or even an update on news in the sports nutrition category. We also offer advice if required and will provide all the support required to ensure that you reach your goals.

FOR MORE INFORMATION VISIT WWW.MUSASHI.COM.AU OR FIND US ON FACEBOOK AT WWW.FACEBOOK.COM/MUSASHINUTRITION



Registered Site

MUSASHI®

Is it our right, as an employer, to ask our staff to sign a code of conduct agreement covering social media use? If so, what are some points we should include?



YES, YOU CERTAINLY HAVE THE RIGHT TO CREATE A STATEMENT STIPULATING PERMISSIBLE SOCIAL MEDIA CONDUCT, AND TO ASK YOUR EMPLOYEES TO REVIEW AND SIGN IT, AS AN INDICATION THAT THEY UNDERSTAND AND PLAN TO

ADHERE TO IT. WE ALLOW OUR EMPLOYEES TO JOIN THE BRICK BODIES SOCIAL NETWORK, BUT, ONCE THEY DO, THEY HAVE TO UNDERSTAND THAT THEY'VE BRIDGED THE GAP BETWEEN THEIR PERSONAL AND PROFESSIONAL INTERACTIONS. EMPLOYEES HAVE TO BE AWARE THAT ANY TIME THEY POST COMMENTS OR INFORMATION ON THEIR OWN SOCIAL MEDIA PAGES, THEY'RE MAKING STATEMENTS THAT ALSO MAY REFLECT ON THE COMPANY.

At Brick Bodies, we've included this code of conduct in our employee handbook, and our human relations (HR) director reviews it with each new hire.

That said, here are a few points that you may want to cover in your code: Employees cannot spend time on their personal social media sites during work hours (to prevent them from wasting time). They cannot post anything with a negative connotation about the company or its employees. They cannot include information on how to handle members. And they cannot post anything illegal.

Basically, online conversations with current or potential members should be conducted with the same level of professionalism as conversations taking place in the club. Whenever employees post something, they should always ask the question: "Does this help or hurt the brand?"

JOSH GERBER
MARKETING DIRECTOR
BRICK BODIES FITNESS SERVICES, INC.
TIMONIUM, MARYLAND



WHAT YOU CHOOSE TO INCLUDE IN YOUR CLUB'S SOCIAL MEDIA POLICY SHOULD LARGELY BE A FUNCTION OF YOUR SOCIAL MEDIA STRATEGY. UNFORTUNATELY, MANY CLUB COMPANIES HAVEN'T YET DEFINED THEIRS. IF YOU DON'T HAVE A STRATEGY

THAT SETS FORTH CLEAR GOALS, THEN IT'S HARD TO ESTABLISH A POLICY. HOWEVER, IF YOUR EMPLOYEES UNDERSTAND WHAT YOUR BRAND REPRESENTS AND HOW YOU WANT, AND NEED, TO COMMUNICATE IT TO THE WORLD VIA SOCIAL MEDIA, THEN DEVELOPING AND IMPLEMENTING A POLICY AROUND THAT STRATEGY IS MUCH EASIER.

Some club managers want to control all of the content that appears on their social media pages, and others expect their employees to provide content. What's your culture like? Typically, successful companies with effective social media strategies involve their employees. As a result, their policy naturally tends to reflect the club's culture, and employees are more likely to adhere to it.

Where your club is located also plays a role. Different states have different laws that govern employment policies and practices. If you've already created your social media policy, then you'll need to consult a lawyer in your state to determine if your policy is enforceable. You may also find it helpful to read my blog at bryankorourke.com/journal; there you'll find more information on social media practices and dozens of samples of such policies. Finally, congratulations to you for thinking about this important topic! **FP**

BRYAN O'ROURKE
PRINCIPAL AND CEO
INTEGERUS, LLC
COVINGTON, LOUISIANA

AUSTRALIA'S BEST VALUE FOR MONEY TRAINING GEAR



ncfitness

WWW.NCFITNESSGEAR.COM.AU

1300 855 667

52 STAR CRESCENT, HALLAM, VIC 3803

BARBELLS - WEIGHT PLATES - DUMBBELLS - RACKS

CALENDAR OF EVENTS



IDEA WORLD FITNESS CONVENTION

13-17 July, 2016
Los Angeles

Sometimes known as the Super Bowl of fitness conventions. This promises to be huge!

www.idealife.com/fitness-conferences/idea-world-fitness-convention-highland-fling



4th INTERNATIONAL CONFERENCE ON WEIGHT LOSS AND FITNESS EXPO

21-23 November, 2016
Dubai UAE

In 2016 the theme will be 'Advanced Perspectives and Novel Strategies in Fitness and Weight Management.'

fitnessconferenceseries.com



SMA-ACT 2016 SYMPOSIUM

18-19 March, 2016
ACT

This symposium will be targeted at 'Silent Contributors to Injury/Illness/Performance. It will be also hosted by the Australian Institute of Sport (AIS).

<http://sma.org.au/state-branches/act/conferences-and-events/bone-health-in-sport-symposium/>



THE LONDON HEALTH SHOW

20-21st January, 2016
London

This is the leading expo for the UK's booming health and wellness industry.

www.londonhealthshow.com



TOKYO MARATHON EXPO 2016

25-27 February, 2016
Tokyo

A huge expo combined with a marathon expecting approximately 37000 runners!

www.marathon.tokyo



BRISBANE TWILIGHT RUNNING FESTIVAL

20th March, 2016
St Lucia, Brisbane

Includes a 1, 5, 10 and 21km run

runcalendar.com.au/Brisbane



SMH ½ MARATHON

15 May, 2016
Sydney CBD

This half marathon is run throughout the heart of Sydney.

Runcalendar.com.au/Sydney



SURGE FITNESS, NEW KINGS

New club opening in February, 2016
Square, WA

This new club will offer 24-hour fitness and more!

www.surgefitness.com.au



FILEX AND FITNESS EXPO 2016

28 April – 1 May, 2016
Melbourne

Filex is the largest fitness convention in the largest hemisphere.

www.filex.com.au



MIND, BODY, SPIRIT FESTIVAL

Sydney – 26-29 May, 2016
Brisbane – 11-13 March, 2016
Melbourne – 10-13 June, 2016

<http://www.mbsfestival.com.au/>



ASIA FITNESS CONFERENCE AND EXPO

7-9 October, 2016
Bangkok

A fitness, health and wellness expo with thousands attending from around the globe!

<http://www.asiafitnessbkk.com/>



ARNOLD SPORTS FESTIVAL

3-6 March, 2016
Columbus Ohio, USA

A huge sports festival that hosts the Arnold Strongman Classic.

<http://arnoldsportsfestival.com/>

IN THE NEXT ISSUE

FITNESS

PRESENTED BY **ultra**FITNESS

PRO

ISSUE #6

ON SALE MID JANUARY 2016.

WE TAKE A LOOK AT;

- UPSKILLING
- CAREER MOVES IN 2016
- COURSES AVAILABLE
- FINANCING YOUR TRAINING
- MOTIVATION FOR YOUR YEAR AHEAD

"Business opportunities are like buses, there's always another one coming. You don't learn to walk by following rules. You learn by doing, and by falling over. A business has to be involving, it has to be fun, and it has to exercise your creative instincts."

RICHARD BRANSON



NEOFLAM[®]

Cookware for healthy living

Spend \$200
on NEOFLAM
products to receive a

FREE PAN

WHILE
STOCKS
LAST



Healthy cooking starts with NEOFLAM[®]
100% Free from harmful chemicals



~ Select pan at the store
~ While stocks last
~ Image for illustration purposes





NEW

HARD TO RESIST

The LES MILLS SMARTBAND™ is a durable and functional resistance band. This new innovation in resistance band technology is scientifically-engineered to deliver a consistent force increase throughout the extension range and as a result, users can confidently execute resistance exercises and get more from their workout.

lesmills.com.au | 02 6282 8192 | equipment@lesmills.com.au

LES MILLS
SMARTBAND